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CONSUMER ATTITUDE AND BEHAVIOR STUDY

CONSUMER REACTIONS TO AND USE OF RESTAURANT PROMOTIONS

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OBJECTIVES

Faced with declining customer counts in 1979 and 1980, restaurant operators resorted to extensive use of promotions and incentives as a means to attract patrons to their establishments. Restaurateurs have continued to use promotions in order to build repeat traffic as well as to attract first time customers. To provide the industry with reliable information on the use of restaurant promotions by consumers, the National Restaurant Association conducted a consumer attitude and behavior survey in the late spring of 1981.

The results from this survey are presented in this publication, Consumer Reactions To And Use Of Restaurant Promotions. As foodservice operators read through this report they will be able to relate their own experience to the discussion and observe how different demographic groups of patrons respond to various promotions. For example, operators who cater primarily to young adults will want to make note of their attitudes and behavior. The results of this survey are intended to assist restaurateurs in becoming more effective decision makers by increasing their knowledge of patrons' likes, dislikes, wants and expectations with respect to restaurant promotions and incentives. (Readers may also wish to turn to the "How to" section of this report on page 2 for more specific ideas on how to apply this information to particular operations.)

The purpose of this consumer attitude and behavior study is to identify consumer use and acceptance of restaurant promotions. The survey highlights consumer reactions to and use of promotions such as cents-off coupons, two-for-one deals, premiums and games and sweepstakes.

The survey was designed to meet the following objectives:

- Identify who uses restaurant promotions
- Identify who does not use promotions and why they do not use them
- Determine the frequency of use of various types of promotions
- Determine the likelihood of use of various types of promotions
- Determine how consumers find out about restaurant promotions
- Determine whether promotions attract new business
- Determine whether promotions generate repeat business
- Ascertain consumer attitudes toward promotional offers

HOW TO USE THE INFORMATION

Extensive information has been presented in this report on profiles of promotion users, likelihood of use of specific incentives and attitudes toward restaurant promotions. To help operators use this information effectively, we have compiled a list of suggestions. In general, restaurateurs can use this report when making the following types of decisions.

- Deciding which category of promotion will fit their needs; i.e., reduced prices, increased portions, games or premiums.
- Deciding which specific type of promotion to use; i.e., cents off coupons, all you can eat specials, two for one deals, games, premium offers.
- Deciding on how to advertise the promotion.
- Deciding on how to use a promotion to attract infrequent or non-patrons.
- Deciding where to advertise the promotion.
- Deciding whether or not to capitalize on your current market or to try to "tap" a new market with a promotional offer.

Some more specific answers to questions can be found in the accompanying chart.

Restaurant managers and operators should also attempt to understand why some consumer groups use restaurant promotions more than others. Some of these include:

- People who tend to eat out more often have more opportunities to take advantage of restaurant promotions and incentives. As a result, these people use them more often and feel more positive about them.
- Women tend to use coupons and promotions at other types of businesses and may be more inclined to use them at restaurants.
- Individuals from lower and middle income households may find that promotions can decrease the cost of eating out and have a greater tendency to use them than individuals from upper income households.
- People 18 to 24 and 24 to 34 eat out frequently and have more opportunities to use restaurant promotions. On the other hand, senior citizens do not eat out often and their usage of restaurant promotional offers is low.

- Many demographic groups eat out because it is convenient and as a result certain types of promotions can be especially appealing to them. For example: singles use price reduction promotions frequently; married couples with no children and households where the female head is employed are likely to use mid-week dining specials.

- Certain promotions are aimed more at children, teenagers and young adults, and they are used by a relatively large proportion of these individuals. For example: respondent households with children under 18 are more likely to take advantage of premium offers; teenagers and young adults are likely to play restaurant games.

Additional information on the characteristics and attitudes of people who eat out is available from the National Restaurant Association. This includes the following:

- Meal Consumption Behavior Study, July, 1981.
- Restaurant Habits Of Vacation And Business Travelers, August, 1981.
- Survey Of Senior Citizens' Eating Out Behavior And Attitudes, October, 1977.
- Attitudes Toward Alcoholic Beverage Service In Restaurants, December, 1977.
- The Dinner House Market, 1979.
- NRA News, "Foodservice Trends," a monthly publication of the National Restaurant Association.

QUESTION	ANSWER
1. Which category of promotions will appeal to the greatest number of consumers?	1. Price reduction incentives -- they have been used by nine out of ten consumers who have ever used a promotion.
2. If I advertise a premium offer, who is it most likely to appeal to?	2. Children 12 and under, teenagers and individuals from families with children under 18 are most likely to take advantage of premium offers.
3. What type of promotion will help me attract more singles and married couples with no children to my restaurant?	3. Price reduction promotions such as cents off coupons, two for one deals, price reductions for mid week dining and early bird specials are likely to be used by singles and married couples with no children.
4. What medium is best for advertising my promotion?	4. Newspaper ads and notices in restaurants or on menus attract consumers.
5. How can I attract new customers to my restaurant?	5. All you can eat specials appear to be effective in attracting new customers. Advertising for such an offer should stress the quality of food as well as the restaurant.
6. What tips can you give me on how to advertise my promotion?	6. Based on the responses to several attitudinal questions, the following are recommended: o Stress the food offered as well as the promotion o Stress the value of using the incentive and its ability to reduce the cost of eating out o Show that the promotion is meant for adults and/or children (if such is the case).

TERMS OF REFERENCE

Respondents were asked to identify the type of incentive they had used as well as the frequency of use of each type. Throughout this report reference is made to the following types of incentives:

1. Reduced prices: an item on the menu is offered at less than the normal price. Examples: cents-off coupons; early bird specials; complete meal specials; price reduction for mid-week dining.

2. Increased portions: additional food or beverage items are made available for the price of one item. Examples: two for one deals; all you can eat specials.

3. Premiums: patron receives a free gift or non-food merchandise at a reduced price. Examples: free glass with purchase of soft drink; special T-shirt for $1; free place mat.

4. Games or sweepstakes: patrons participate in a game which offers free food and/or prizes to winners.

5. Others: such as senior citizen discounts; special events in restaurants; children's birthday clubs.

Other terms which are used throughout this report concern the frequency of use of restaurant promotions and incentives.

1. Frequent users: those individuals who stated they use restaurant promotions or incentives twice a month or more often.

2. Occasional users: those individuals who stated they use restaurant promotions or incentives once a month or once every other month.

3. Infrequent users: those individuals who stated they use restaurant promotions or incentives once every six months or less often.

4. Non-users: those individuals who stated they have never used a restaurant promotion or incentive.

In addition, the following terms are used in this publication to describe the frequency of eating out for respondents during the past two weeks.

1. Frequent patrons: those individuals who stated they ate out seven or more times in the two weeks prior to the survey.

2. Occasional patrons: those individuals who stated they ate out three to six times in the two weeks prior to the survey.

3. Infrequent patrons: those individuals who stated they ate out one to two times in the two weeks prior to the survey.

4. Non-patrons: those individuals who stated they did not eat out in the two weeks prior to the survey.

NOTES TO READERS

Our analysis of the results of this consumer attitude and behavior study revealed that a large proportion of respondents age 8 and under and age 65 and over did not answer many of the questions in the survey. We believe that this may be due to lack of understanding of the questions and the infrequency of dining out by individuals in these age groups. Readers should remember this when looking at answers to questions cross-tabbed by age; however, we do not feel that the results of the entire study have been unduly influenced by the non-responses from these two age groups.

Other things to be borne in mind when reading through this report include:

- User and non-user data analyzed in Section I, Part 3 are based only on respondents who have used some kind of restaurant promotion in the past year, i.e., these persons answered question 3a. with a response other than NEVER.
- The figures in the tables presented in Section I have been re-percentaged to exclude non responses, and therefore more valid comparisons can be made.
- Calculations of mean value scores for Section II are based on the following scale: 5 = very likely, 4 = somewhat likely, 3 = neither likely nor unlikely, 2 = somewhat unlikely and 1 = very unlikely. Non-responses were not used in making these calculations.
- Calculations of mean value scores for Section IV are based on the following scale: 5 = agree very much, 4 = somewhat agree, 3 = neither agree nor disagree, 2 = somewhat disagree and 1 = disagree very much. Non-responses were not used in making these calculations.
- Some respondents gave multiple answers to Question 6, parts a, b, c and d. Response rates shown in the respective tables in Section III have been calculated to reflect these multiple responses as single responses. However, multiple responses were allowed for Question 6, part d, and the corresponding tables in Section III reflect this.

At the time that the field work for this study was being conducted, at least one major fast food chain was publicizing a promotional offer which involved a game. To determine whether or not the publicity for this promotion would affect the results of our survey we asked respondents whether or not they had read about or heard of any restaurant incentives or promotions in the past two weeks and if so, what type of promotion was it. Sixty-four percent stated that they had heard or read about a restaurant promotion in the past two weeks while 30 percent had not. (Six percent gave no answer to the question.) Respondents who eat out frequently and who are frequent users of restaurant promotions were more likely to have heard or read about recent promotional offers than non-promotion users, as shown in Table A. We feel that consumers are constantly made aware of all kinds of restaurant promotional offers and that the fact that a major fast food chain was heavily advertising a promotion at the time of our survey did not unduly influence the results of this study.

TABLE A

HEARD ABOUT A RESTAURANT PROMOTION
OR INCENTIVE IN PAST TWO WEEKS

	PERCENT OF RESPONDENTS		
	YES	NO	NO ANSWER
TOTAL RESPONDENTS	63.8%	29.5%	6.7%
PROMOTION USERS*	76.9%	20.2%	2.9%
Frequent users	92.2%	7.1%	0.7%
Occasional users	77.0%	19.0%	4.0%
Infrequent users	60.2%	35.7%	4.1%
NON-PROMOTION USERS*	39.9%	53.8%	6.2%
FREQUENCY OF EATING OUT IN PAST TWO WEEKS			
1 to 2 times	66.4%	30.1%	3.5%
3 to 6 times	74.7%	23.7%	1.6%
7 or more times	79.3%	20.1%	0.6%
Did not eat out	46.8%	42.1%	11.1%

*See "Terms of Reference" section for definitions of the types of promotion users.

EXECUTIVE SUMMARY

- Seven out of ten respondents reported that they had taken advantage of a restaurant promotion or incentive at least once in the past year, with 23.2 percent doing so at least twice a month.
- Twenty-eight percent of those surveyed stated they never use promotions or incentives offered by restaurants.
- Restaurant promotions involving price reductions are the most popular. Nine out of ten promotion users stated they had used a promotion involving a price reduction at least once in the past year.
- Women tend to use restaurant promotions more than men, and they use them more often.
- Among all age groups, those 18 to 24 years old are most likely to use restaurant incentives, with 82.8 percent doing so at least once a year. Teenagers are also users of promotions with 77.4 percent taking advantage of them at least once a year.
- Approximately eight out of ten respondents who ate out at least three times during a two week period reported that they have used a restaurant promotion in the past year versus 73.2 percent for those who ate out once or twice and 50.5 percent for those who did not eat out.
- Men, teenagers and people 18 to 24 years old tend to take advantage of increased portion incentives.
- Teenagers, individuals 18 to 24 and 45 to 54, singles and married couples with no children are frequent users of price reduction promotions.
- Children, teenagers and individuals from fmailies where there are children under 18 present are users of premium type incentives.
- Men, people 18 to 24, teenagers, singles and individuals from households with children under 18 are users of restaurant games.
- Lack of knowledge about when promotions are offered and infrequent patronage of restaurants which offer promotions are the two primary reasons why people do not use promotions.
- Six out of ten respondents indicated that they are likely to use two for one specials at restaurants and over half are likely to use cents off coupons.

- Frequent and occasional promotion users are more likely to take advantage of various types of restaurant incentives than are infrequent and non-users.

- Although the majority of non-users are not inclined to use any type of incentives, two-for-one specials, all you can eat specials and cents off coupons find most favor with this group.

- In terms of the last incentive used:

  - It involved reduced prices

  - It was used at a fast food restaurant

  - It was used for dinner

  - Most respondents were aware of the promotion prior to visiting the restaurant

  - It was used at a restaurant the respondent had been to before

  - Most respondents have been back to the restaurant since using the incentive.

- Most consumers find out about restaurant promotions via newspaper ads or notices at restaurants.

- One out of eight stated that they learned about their most recent promotion from a television ad.

- Seven out of ten respondents reported that they usually go to a restaurant because of the food and not because of any incentive that is being offered.

- The individuals surveyed generally agreed that there has been an increase in restaurant promotional offers, incentives are good values, restaurant promotions and incentives reduce the cost of eating out and more restaurants should offer incentives.

- Fifty percent said they would not like to see restaurants do away with all promotions.

- Thirty-seven percent agreed that promotions encourage them to try new restaurants.

- Promotion users are generally more positively inclined toward the use of incentives at restaurants than are non-users.

SECTION I

PROFILE OF RESTAURANT PROMOTION USERS AND NON-USERS

SECTION I

PROFILE OF RESTAURANT PROMOTION USERS AND NON-USERS

In This Section Information Is Presented On:

- The frequency of use of all types of restaurant promotions and incentives
- Who uses promotions and what differences exist among frequent, occasional, infrequent and non-users
- What differences exist in who uses and does not use various types of promotions and incentives at restaurants
- Why non-users do not use restaurant promotions and incentives

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1. Frequency Of Use Of Restaurant Promotions

In this study considerable information was obtained on those individuals who use restaurant promotions and their frequency of use. Seven out of ten (71.7 percent) respondents reported that they take advantage of a restaurant promotion or incentive at least once a year. Twenty-three percent of the individuals responding to the survey reported that they personally use restaurant promotions at least twice a month, and 26.9 percent use them once a month or once every other month. On the other hand, more than one-fourth (28.3 percent) of those surveyed stated that they never use promotions or incentives offered by restaurants. (See Table I-1.)

Of those who do use restaurant promotions, ones involving price reductions (coupons, early bird specials) are the most popular. Nine out of ten individuals stated they had used a promotion involving a price reduction at least once in the past year compared to fewer than one out of ten who have never used such a promotion. (Readers are reminded that the user data for specific types of restaurant promotions are based on responses from people who had used some kind of restaurant promotion in the past year.) Twenty-three percent of these individuals use price reduction promotions on a frequent basis, two or more times a month, and another 35.3 percent take advantage of them on an occasional basis, once a month or once every other month.

TABLE I-1

FREQUENCY OF USE OF RESTAURANT PROMOTIONS

FREQUENCY OF USE	ALL PROMOTIONS	PRICE REDUCTION*	INCREASED PORTIONS*	GAMES AND SWEEPSTAKES*	PREMIUMS*
Four or more times a month	8.5%	7.8%	6.4%	5.8%	1.3%
Two or three times a month	14.7%	14.9%	9.6%	9.3%	2.3%
Once a month	17.4%	20.3%	16.0%	9.5%	4.7%
Once every other month	9.5%	15.0%	11.0%	7.2%	3.0%
Once every six months	13.1%	20.2%	17.6%	12.4%	11.0%
Once a year	8.5%	12.6%	14.0%	15.6%	25.9%
Never	28.3%	9.2%	25.4%	40.2%	51.8%

*Based only on those individuals who have taken advantage of a restaurant promotion in the past year.

Restaurant promotions involving increased portions (all you can eat specials) are also popular. Three-fourths of all promotion users stated they had taken advantage of an increased portion incentive at least once in the past year, while one-fourth stated they had never used this type of restaurant promotion. Sixteen percent of these promotion users can be classified as frequent users of increased portion incentives and another 27 percent use them occasionally.

Restaurant incentives involving premiums and games are less popular and are used less frequently than the previously mentioned types of promotions. These kinds of incentives are offered less often than other types and are relatively new, and this might explain why they are not used as often as price reduction and increased portion incentives. In addition, they are most prevalent at fast food type restaurants where people are more likely to eat out more frequently. Six out of ten promotion users take advantage of an incentive involving a game or sweepstake at least once a year versus four out of ten who never use this type of restaurant promotion. In addition, the users of games take advantage of them infrequently, with 28 percent using them only once every six months or less often while 15.1 percent take advantage of them two or more times a month.

Nearly half of the respondents (47.1 percent) reported that they personally take advantage of restaurant incentives involving premiums at least once a year, while the proportion who never use this kind of promotion is slightly higher - 51.8 percent. Of those who use premiums, the majority use them infrequently, with 36.9 percent of the individuals reporting that they use them every six months or less often compared to about four percent who use premium incentives at least twice a month.

2. Who Uses Promotions

Since data were compiled by age and sex of each respondent, most of the information presented in this section focuses on these characteristics. Considerable analysis of promotion users and non-users by household demographics of respondents such as income, household size, family lifestage, region of residence, female head employment status and education of male household head has also been included.

Overall, women tend to use restaurant promotions and incentives more than men. (See Table I-2.) Seventy-four percent of the female respondents reported that they take advantage of restaurant promotions at least once a year. On

TABLE I-2

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY SEX OF RESPONDENT

SEX	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Male	23.0%	27.0%	20.2%	29.8%
Female	23.5%	27.4%	22.7%	26.4%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-3

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY AGE GROUP

AGE GROUP	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
12 and under	21.7%	32.5%	20.0%	25.8%
13-17	29.0%	29.0%	19.4%	22.6%
18-24	33.1%	32.5%	17.2%	17.2%
25-34	23.6%	33.3%	22.6%	20.5%
35-44	19.4%	29.1%	25.1%	26.3%
45-54	24.6%	23.8%	21.0%	30.6%
55-64	19.3%	21.5%	20.8%	38.3%
65 and over	21.4%	19.3%	22.5%	36.9%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-4

FREQUENCY OF EATING OUT FOR USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS

FREQUENCY OF EATING OUT IN PAST TWO WEEKS	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
1 to 2 times	19.5%	27.9%	25.8%	26.8%
3 to 6 times	32.7%	29.2%	19.4%	18.6%
7 or more times	34.8%	27.7%	14.7%	22.8%
Did not eat out	6.7%	20.9%	22.9%	49.5%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

the other hand, the proportion for male respondents was a slightly lower 70.2 percent. Twenty-three percent of the women surveyed use promotions frequently (two or more times a month) and another 27.4 percent use them occasionally. The proportion of male respondents who use restaurant promotions frequently is 23 percent, and that for male occasional users is 27 percent. Men are more likely to be non-users of restaurant promotions than women. Thirty percent of the men stated they never take advantage of promotions compared to 26.4 percent of the women.

Of all age groups, those 18 to 24 years old are most likely to use restaurant promotions and incentives, followed by teenagers and those 25 to 34 years old. On the other hand, people 55 and over are the least likely to take advantage of restaurant incentives. (See Table I-3.) Over 80 percent of the respondents between the ages of 18 and 24 take advantage of restaurant promotions once a year or more often, with 33 percent doing so at least twice a month and another 32.5 percent using promotions once a month or once every other month. Only 17.2 percent of the individuals in this age group report that they never use promotions or incentives at restaurants, considerably below the overall respondent rate of 28.3 percent.

More than three-fourths of the teenage respondents state that they use promotions at least once a year versus only 22.6 percent who do not use them at all. In addition, teenagers use restaurant incentives frequently, with 29 percent using them at least once every two weeks and another 29 percent using incentives once a month or once every other month. Both of these proportions are considerably above the overall respondent average of 23.2 percent and 26.9 percent.

Approximately 80 percent of those age 25 to 34 take advantage of incentives at restaurants at least once a year, with 23.6 percent doing so on a frequent basis and 33.3 percent on an occasional basis. On the other hand, two out of ten individuals in this age segment never use restaurant promotions.

The highest proportion of non-users among the age groups occurs within the 55 to 64 age group and the 65 and over segment. Thirty-eight percent of those age 55 to 64 years old state they never take advantage of restaurant promotions, and 36.9 percent of the senior citizens can be classified as non-users. The proportion of frequent and occasional users of incentives from these older age segments are substantially below the overall respondent average. Information presented in subsequent sections of this report will help to explain why some age groups have a greater tendency to be infrequent or non-users of promotions and incentives at restaurants than others.

Individuals who eat out frequently are more likely to use restaurant promotions regularly than are those who eat out infrequently, as shown in Table I-4. Of those who ate out 7 or more times in the two weeks prior to the survey, 34.8 percent use promotions at least twice a month and another 27.7 percent use them once a month or once every six months. On the other hand, only 14.7 percent of these frequent restaurant patrons take advantage of restaurant promotions every six months or less often and 22.8 percent report they never use promotions. Of those who did not eat out at all in the two weeks prior to the survey, half (49.5 percent) stated they never use promotions versus only 6.7 percent who would be classified as frequent incentive users.

Respondents from lower and middle income households are more likely to use restaurant promotions, while those from upper income households are more likely to be non-users. (See Table I-5.) Seventy-eight percent of the people from households with incomes under $10,000 stated they take advantage of restaurant promotions at least once a year, with 26.1 percent using them twice a month or more often and 27.6 percent using incentives once a month or once every other month. On the other hand, only 22.4 percent of these lower income respondents can be classified as non promotion users compared to a higher 28.3 percent for all respondents. Eight out of ten individuals from households with incomes of $25,000 to $29,999 stated they use restaurant promotions at least once a year, with 50.8 percent using them at least once every other month. On the other hand, only 58.3 percent of the respondents from households with incomes in excess of $35,000 take advantage of promotions at restaurants and over 40 percent stated they never use incentives when they dine out.

TABLE I-5

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY HOUSEHOLD INCOME OF RESPONDENT

INCOME RANGE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Under $10,000	26.1%	27.6%	23.9%	22.4%
$10,000-$14,999	24.6%	32.5%	16.0%	26.9%
$15,000-$19,999	26.3%	25.6%	21.1%	27.0%
$20,000-$24,999	23.0%	30.7%	20.2%	26.1%
$25,000-$29,999	20.3%	30.5%	29.7%	19.5%
$30,000-$34,999	27.5%	31.7%	15.5%	25.4%
$35,000 and over	16.5%	16.2%	25.6%	41.7%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-6

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY HOUSEHOLD SIZE OF RESPONDENTS

HOUSEHOLD SIZE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
One member	30.4%	24.3%	18.2%	27.0%
Two members	19.4%	23.2%	24.2%	33.1%
Three members	23.0%	27.2%	18.9%	30.9%
Four members	22.3%	32.8%	24.1%	20.9%
Five or more members	28.1%	27.4%	19.3%	25.2%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due rounding.

People from larger households are more likely to take advantage of promotions and incentives when they eat out than those from smaller households. In addition, those from households with children under 18 take advantage of incentives more often than those from other types of households. (See Tables I-6 and I-7.) Over half of the respondents from households with 5 or more members use restaurant incentives at least once every other month versus 42.6 percent for those from households with only two members. In addition, one-third of the respondents from two member households report they never use promotions compared to about two out of ten for those from four and five member households. Individuals who are single or from households with children under 18 use restaurant promotions, with over half using them at least once every other month. On the other hand, one-third of the respondents from households with no children or where the children are over 18 can be classified as non-users of restaurant incentives.

Three-fourths of the respondents from households where the female head is employed stated they take advantage of promotions or incentives when they eat out compared to 68.8 percent of those from households where the female head is not employed. Other research has indicated that families where the female is employed eat out more often than families where the female is not employed, and this most likely explains the tendency of these respondent-households to use more restaurant promotions.

Southerners are more likely to use restaurant promotions than are persons from other regions, as shown in Table I-9. Seventy-five percent of the people who reside in the Southern states indicated they use incentives at restaurants at least once a year. On the other hand, the largest proportion of non-users is found among Northeasterners where one-third reported they never take advantage of restaurant promotions or incentives.

3. Who Uses And Does Not Use Various Types of Promotions

Distinct differences exist between users and non-users of specific types of restaurant promotions and incentives, and in this section of the report information will be presented on characteristics of those who use and do not use increased portion, price reduction, premiums and game incentives. More emphasis will be placed on users of these incentives and their frequency of use. (Readers are reminded that the user and non-user data for specific types of restaurant promotions are based on responses from people who had used some kind of restaurant promotion in the past year.)

TABLE I-7

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY FAMILY LIFESTAGE OF RESPONDENT

FAMILY LIFESTAGE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Single	31.3%	24.4%	18.1%	26.3%
Maried couple, no children	17.9%	23.2%	24.2%	34.7%
Youngest child under 18	23.3%	32.8%	21.3%	22.6%
Youngest child over 18	19.0%	28.6%	17.1%	35.2%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-8

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY FEMALE HEAD EMPLOYMENT STATUS

FEMALE EMPLOYMENT	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Part time/full time	22.9%	28.2%	24.2%	24.7%
Not employed/retired	21.9%	26.8%	20.1%	31.3%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-9

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY REGION OF RESIDENCE OF RESPONDENT

REGION	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Northeast	21.3%	23.6%	22.2%	32.9%
Midwest	24.4%	26.7%	22.2%	26.7%
South	28.4%	28.0%	18.5%	25.2%
West	15.5%	30.7%	25.1%	28.6%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

INCREASED PORTION INCENTIVES

Overall, men tend to use increased portion incentives at restaurants slightly more than women, and they use them more often. As shown in Table I-11, 17 percent of the male respondents reported they take advantage of an increased portion restaurant promotion at least twice a month and another 28.1 percent take advantage of them once a month or once every other month. In comparison, 14.8 percent of the women stated they take advantage of increased portion incentives on a frequent basis and 26.3 percent on an occasional basis.

Among all age groups, those 18 to 24 years old and teenagers are the most likely to take advantage of increased portion incentives at restaurants. Over eight out of ten respondents in these age categories stated that they use this kind of incentive at least once a year. The most frequent users of increased portion promotions are those 18 to 24, with 33.1 percent using these incentives at least twice a month and another 35.6 percent using them once a month or once every other month. On the other hand, teenagers tend to use such promotions infrequently, with nearly half reporting that they use them only once every six months or once a year. The least likely age groups to use increased portion incentives include those 25 to 34 years old, 55 to 64 and senior citizens, as shown in Table I-12. Nearly three out of ten respondents 25 to 34 and 55 to 64 and four out of ten of those 65 and over stated that they never use restaurant incentives involving increased portions.

Individuals who eat out frequently (7 or more times during the two week period prior to the survey) are more likely to take advantage of increased portion incentives than those who dine out less often. Over eight out of ten respondents who ate out seven or more times in the past two weeks stated that they use a restaurant incentive involving increased portions at least once a year, with one fourth using them twice a month or more often. For those who did not eat out in the past two weeks, 33.6 percent can be classified as non-users of this type of incentive and only four percent consider themselves frequent users of increased portion promotions. (See Table I-13.)

Frequent users of increased portion incentives tend to be from upper income households as well as from lower income households, as shown in Table I-14. Twenty-two percent of the respondents from households with incomes of $35,000 and over use increased portion incentives at least once every other month, and the proportion for those from households with incomes of $30,000 to $34,999 is 20 percent and that for $10,000 to $14,999 is 18.1 percent. On the other hand, 31.3 percent of those from the upper income group report that they never use increased portion incentives at restaurants. The smallest proportion of non-users are those from households with incomes of $30,000 to $34,999 (15.6 percent) and the under $10,000 group (22.6 percent).

TABLE I-10

USERS VERSUS NON-USERS OF RESTAURANT PROMOTIONS BY EDUCATION OF MALE HEAD OF HOUSEHOLD

EDUCATION	FREQUENT USERS	INFREQUENT USERS	OCCASIONAL USERS	NON-USERS
Non-high school graduate	20.8%	32.1%	16.0%	31.1%
High school graduate	25.3%	26.7%	19.8%	28.3%
Some college	27.1%	24.3%	26.7%	21.9%
College graduate	21.0%	24.3%	23.5%	31.3%
TOTAL RESPONDENTS	23.2%	26.9%	21.6%	28.3%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-11

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY SEX OF RESPONDENT

SEX	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Male	17.0%	28.1%	29.9%	25.0%
Female	14.8%	26.3%	32.7%	26.2%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-12

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY AGE OF RESPONDENT

AGE GROUP	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
12 and under	8.9%	38.9%	28.9%	23.3%
13-17	15.4%	20.0%	47.7%	16.9%
18-24	33.1%	35.6%	15.3%	16.1%
25-34	10.9%	32.3%	28.8%	27.9%
35-44	12.7%	22.9%	40.4%	24.1%
45-54	18.5%	20.4%	36.4%	24.7%
55-64	15.2%	21.7%	34.8%	28.3%
65 and over	15.7%	25.3%	16.9%	42.2%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-13

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY FREQUENCY OF EATING OUT

FREQUENCY OF EATING OUT IN PAST TWO WEEKS	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
1 to 2 times	13.2%	24.7%	33.9%	28.2%
3 to 6 times	17.4%	27.7%	33.4%	21.5%
7 or more times	25.0%	27.2%	30.1%	17.6%
Did not eat out	4.0%	29.6%	32.8%	33.6%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-14

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY HOUSEHOLD INCOME OF RESPONDENTS

HOUSEHOLD INCOME	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Under $10,000	13.7%	31.0%	32.7%	22.6%
$10,000 - $14,999	18.1%	29.2%	28.7%	24.0%
$15,000 - $19,999	17.1%	26.2%	27.8%	28.9%
$20,000 - $24,999	10.8%	27.8%	38.7%	22.7%
$25,000 - $29,999	9.4%	28.2%	31.8%	30.6%
$30,000 - $34,999	20.0%	33.3%	31.1%	15.6%
$35,000 and over	22.2%	17.0%	29.5%	31.3%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-15

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY HOUSEHOLD SIZE OF RESPONDENTS

HOUSEHOLD SIZE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
One member	17.2%	24.1%	31.0%	27.6%
Two members	17.0%	19.8%	31.6%	31.6%
Three members	11.0%	39.2%	31.2%	18.6%
Four members	14.6%	26.5%	32.8%	26.1%
Five or more members	23.3%	22.8%	30.6%	23.3%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-16

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY FAMILY LIFESTAGE OF RESPONDENT

FAMILY LIFESTAGE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Single	18.6%	21.6%	28.9%	30.9%
Married couple, no children	13.6%	22.1%	31.0%	33.3%
Youngest child, under 18	12.2%	31.0%	33.0%	23.8%
Youngest child, over 18	16.9%	33.1%	27.1%	22.9%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

Individuals who take advantage of increased portion incentives at restaurants are most likely from larger households, while non-users tend to be from small households. About three-fourths of those from households with 3, 4 or 5 or more members reported that they use increased portion incentives at least once a year. The largest proportion of frequent users of this type of restaurant promotion are individuals from households with five or more members (23.3 percent), while the largest proportion of non-users (31.6 percent) can be found among respondents from two member households. (See Table I-15). In terms of family lifestage, people from households with children are more likely to take advantage of increased portion incentives at restaurants, while those with no children tend to be non-users, as shown in Table I-16.

Other demographic characteristics of users and non-users of increased portion incentives are shown in Tables I-17 through I-19. Frequent users of these incentives tend to be from households where the female head is employed, reside in the South and from households where the male head has some college. Thirty-eight percent of the respondents residing in the West reported that they never take advantage of increased portion promotions, considerably higher than the all respondent average of 25.4 percent.

PRICE REDUCTION INCENTIVES

Men and women both tend to take advantage of price reduction promotions offered by restaurants on an equal basis, as shown in Table I-20. Over two out of ten of the men and women in the survey reported that they use price reduction incentives at least twice a month.

Teenagers and individuals between the ages of 18 and 24 and 45 and 54 are most likely to take advantage of price reduction incentives, with more than eight out of ten respondents from these age groups reporting that they use them at least once a year. The most frequent users of this type of incentive are those 18 to 24 years old and those 45 to 54 years old. Teenagers tend to use price reduction promotions on an occasional or infrequent basis, as shown in Table I-21. Children 12 and under and respondents between 55 and 64 years old are likely to be non-users.

Individuals who ate out at least seven times during the two week period prior to the survey are more likely to take advantage of price reduction incentives than those who dine out less often. (See Table I-22). Ninety-four percent of the respondents who ate out seven or more times in the past two weeks stated that they use restaurant promotions involving price reductions at least once a year, with 30.1 percent using them twice a month or more often. For those who did not eat out in the past two weeks, 16 percent can be classified as non-users of this type of incentive and 45 percent use them on an infrequent basis.

TABLE I-17

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY FEMALE HEAD EMPLOYMENT STATUS

FEMALE EMPLOYMENT	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Part time/full time	16.7%	25.8%	32.1%	25.4%
Retired/not employed	12.8%	29.1%	32.0%	26.1%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-18

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY REGION OF RESIDENCE OF RESPONDENT

REGION	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Northeast	14.9%	28.6%	33.3%	23.2%
Midwest	16.7%	30.3%	29.3%	23.8%
South	18.6%	28.0%	31.8%	21.7%
West	12.6%	17.5%	32.2%	37.7%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-19

USERS VERSUS NON-USERS OF INCREASED PORTION INCENTIVES BY EDUCATION OF MALE HOUSEHOLD HEAD

EDUCATION LEVEL	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Non high school graduate	13.5%	27.0%	32.7%	27.0%
High school graduate	17.1%	25.7%	30.8%	26.3%
Some college	21.8%	27.2%	27.2%	23.8%
College graduate	14.3%	27.3%	34.2%	24.2%
TOTAL RESPONDENTS	16.0%	27.0%	31.6%	25.4%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-20

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY SEX OF RESPONDENT

SEX	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Male	22.3%	35.8%	31.3%	10.6%
Female	22.9%	35.4%	34.0%	7.7%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-21

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY AGE OF RESPONDENT

AGE GROUP	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
12 and under	14.8%	44.3%	27.3%	13.6%
13-17	19.4%	41.8%	32.8%	5.8%
18-24	31.6%	41.2%	19.3%	7.9%
25-34	19.4%	37.0%	34.4%	9.3%
35-44	17.9%	37.0%	35.8%	9.2%
45-54	29.6%	31.8%	31.3%	7.3%
55-64	21.9%	28.5%	38.4%	11.3%
65 and over	25.6%	28.9%	37.7%	7.8%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-22

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY FREQUENCY OF EATING OUT

FREQUENCY OF EATING OUT IN PAST TWO WEEKS	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
1 to 2 times	17.0%	38.1%	36.0%	8.9%
3 to 6 times	30.7%	34.4%	28.6%	6.3%
7 or more times	30.1%	35.3%	28.7%	5.9%
Did not eat out	4.6%	34.4%	45.0%	16.0%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-23

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY HOUSEHOLD INCOME OF RESPONDENTS

HOUSEHOLD INCOME	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Under $10,000	20.5%	39.8%	30.1%	9.7%
$10,000 - $14,999	28.0%	37.1%	24.6%	10.3%
$15,000 - $19,999	25.9%	33.0%	29.9%	11.2%
$20,000 - $24,999	14.1%	41.9%	34.3%	9.6%
$25,000 - $29,999	26.7%	37.8%	31.1%	4.4%
$30,000 - $34,999	26.3%	35.8%	36.8%	1.1%
$35,000 and over	22.1%	23.1%	43.4%	11.5%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-24

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY HOUSEHOLD SIZE OF RESPONDENT

HOUSEHOLD SIZE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
One member	26.4%	36.3%	27.5%	9.9%
Two members	23.8%	28.0%	39.3%	9.0%
Three members	19.5%	42.1%	32.0%	6.4%
Four members	21.8%	35.5%	30.6%	12.1%
Five or more members	25.1%	37.4%	28.3%	9.1%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due to rounding.

Frequent users of price reduction promotions at restaurants tend to be from households with incomes under $20,000 and from households with incomes between $25,000 and $29,999 as shown in Table I-23. Two out of ten individuals from households earning under $10,000 stated that they use price reduction incentives at least twice a month, twenty-eight percent of those from households with incomes between $10,000 and $14,999 do and 26.7 percent of those between $25,000 and $29,999 report that they use this type of incentive on a frequent basis. Individuals from households with incomes in excess of $35,000 tend to use price reduction incentives infrequently or not at all. Twelve percent of these respondents reported that they never take advantage of price reduction incentives and another 43.4 percent take advantage of them only every six months or less often.

The most frequent users of price reduction promotions tend to be from either one person households or from five or more member households. (See Table I-24.) Over six out of ten individuals from these two household categories stated that they take advantage of price reduction incentives at least once every other month. Respondents from four member households use this type of restaurant incentive on a more infrequent basis or not at all. Singles and married couples with no children are the most frequent users of price reduction incentives, while individuals from families with children tend to use this type of promotion on a more occasional or infrequent basis, as shown in Table I-25.

Other demographic characteristics of users and non-users of price reduction incentives can be found in Tables I-26 through I-28. Frequent users of these incentives tend to be from households where the female head is employed full or part time. Respondents in the Midwest and South take advantage of price reduction promotions more frequently than respondents from the Northeast or West. Individuals from households where the male head has not completed high school tend to use price reduction incentives on a frequent basis, with 36.9 percent of these individuals taking advantage of this type of incentive twice a month or more often.

PREMIUM INCENTIVES

Usage of premium incentives by respondents is on a considerably more infrequent basis than for either increased portion or reduced price incentives. As shown in Table I-29, only 2.6 percent of the male respondents and 4.2 percent of the female respondents use this type of promotion on a frequent basis. Thirty-seven percent of both male and female respondents reported they take advantage of premium offers once every six months or less often. In addition, 53.4 percent of the men and 50.7 percent of the women stated that they never use premium incentives.

TABLE I-25

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY FAMILY LIFESTAGE OF RESPONDENT

FAMILY LIFESTAGE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Single	27.7%	36.6%	26.7%	8.9%
Married couple/ no children	22.6%	27.5%	41.5%	8.4%
Youngest child under 18	17.3%	42.2%	31.4%	9.1%
Youngest child over 18	20.2%	37.8%	31.1%	10.9%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Total may not add to 100 percent due to rounding.

TABLE I-26

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY FEMALE HEAD EMPLOYMENT STATUS

FEMALE EMPLOYMENT	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Part time/ full time	22.4%	35.2%	34.3%	8.1%
Retired/not employed	20.6%	36.4%	32.4%	10.5%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-27

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY REGION OF RESIDENCE OF RESPONDENT

REGION	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Northeast	21.4%	35.6%	31.2%	11.9%
Midwest	24.5%	33.0%	35.0%	7.5%
South	25.0%	36.0%	31.0%	8.0%
West	18.1%	37.2%	35.1%	9.6%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due rounding.

TABLE I-28

USERS VERSUS NON-USERS OF PRICE REDUCTION INCENTIVES BY EDUCATION OF MALE HOUSEHOLD HEAD

EDUCATION LEVEL	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Non high school graduate	36.9%	29.2%	29.2%	4.6%
High school graduate	23.2%	35.6%	28.8%	12.4%
Some college	24.9%	31.0%	38.5%	5.6%
College graduate	20.3%	37.9%	32.2%	9.6%
TOTAL RESPONDENTS	22.7%	35.3%	32.8%	9.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-29

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY SEX OF RESPONDENT

SEX	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Male	2.6%	7.2%	36.8%	53.4%
Female	4.2%	8.1%	37.0%	50.7%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-30

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY AGE OF RESPONDENT

AGE GROUP	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
12 and under	2.4%	13.1%	48.8%	35.7%
13-17	7.6%	4.5%	53.0%	34.8%
18-24	8.5%	17.0%	37.7%	36.8%
25-34	1.4%	8.3%	43.8%	46.5%
35-44	3.0%	4.8%	46.7%	45.5%
45-54	3.2%	8.3%	27.6%	60.9%
55-64	1.7%	2.5%	15.0%	80.8%
65 and over	3.3%	1.6%	18.0%	77.0%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-31

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY FREQUENCY OF EATING OUT

FREQUENCY OF EATING OUT IN PAST TWO WEEKS	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
1 to 2 times	2.0%	6.8%	34.8%	56.4%
3 to 6 times	4.0%	8.1%	40.2%	47.7%
7 or more times	5.8%	8.3%	36.4%	49.6%
Did not eat out	0.9%	8.8%	43.0%	47.4%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

Premium incentives appeal more to younger people than to older people, as shown in Table I-30. Teenagers and people 18 to 24 years old tend to be the most frequent users of premium offers, and individuals 12 and under tend to take advantage of such offers on an occasional and infrequent basis. On the other hand, individuals 45 years old and older represent the largest group of non-users, with over half reporting that they have never taken advantage of premium promotions offered by restaurants.

Users of premium offers tend to eat out more often than non-users, with approximately half of those respondents who had eaten out at least three times in the two weeks prior to the survey reporting that they take advantage of this type of incentive at least once a year. On the other hand, 52.7 percent of the non restaurant patron group reported that they have used a premium incentive in the past twelve months.

Premium incentives appeal most to individuals from households with incomes between $20,000 and $29,999 and between $10,000 and $14,999 and appeal least to those from upper income households. However, most of the users tend to take advantage of this type of incentive on a very infrequent basis, as shown in Table I-32. Sixty percent of the respondents from households with incomes between $25,000 and $29,999 reported that they take advantage of premium incentives at least once a year, with 48.2 percent stating that they use such promotions on an infrequent basis. Six out of ten of the individuals from households with incomes of $30,000 and above report that they never take advantage of premium offers compared to about four out of ten for respondents from households with incomes under $15,000.

Individuals from larger households tend to take advantage of premium incentives more than individuals from smaller households. In addition, respondents from households with children under 18 tend to use this type of promotion. (Readers may recall that premium promotions are most appealing to children and teenagers, and therefore households with younger children would take advantage of this type of incentive on a more frequent basis.) (See Tables I-33 and I-34.) About 40 percent of the people from households with three or more members take advantage of premium offers at restaurants once every six months or less often compared to 35.1 percent for people from one member households and 23.7 percent for those from two member households. In addition, 70.6 percent of the persons from two member households and 57.1 percent of those from one member households never use premium incentives. In terms of family lifestage, individuals from families where there are no children or where the youngest child is over 18 years old tend to be non-users of this type of restaurant incentive. On the other hand, 64.3 percent of the respondents from families where the youngest child is under 18 report that they take advantage of premium incentives at least once a year.

TABLE I-32

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY HOUSEHOLD INCOME OF RESPONDENTS

HOUSEHOLD INCOME	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Under $10,000	3.4%	6.8%	44.2%	45.6%
$10,000 - $14,999	6.3%	12.7%	37.3%	43.7%
$15,000 - $19,999	3.4%	8.0%	33.9%	54.6%
$20,000 - $24,999	3.6%	7.8%	38.3%	50.3%
$25,000 - $29,999	1.2%	10.8%	48.2%	39.8%
$30,000 - $34,999	5.0%	3.8%	35.0%	56.3%
$35,000 and over	1.9%	3.7%	26.5%	67.9%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-33

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY HOUSEHOLD SIZE OF RESPONDENTS

HOUSEHOLD SIZE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
One member	7.8%	0.0%	35.1%	57.1%
Two members	1.5%	4.2%	23.7%	70.6%
Three members	4.1%	6.1%	42.6%	47.1%
Four members	1.7%	11.3%	42.3%	44.8%
Five or more members	6.9%	13.7%	42.3%	37.1%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-34

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY FAMILY LIFESTAGE OF RESPONDENT

FAMILY LIFESTAGE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Single	8.0%	2.3%	32.2%	57.5%
Married couple/ no children	1.7%	3.9%	24.3%	70.0%
Youngest child under 18	1.8%	9.7%	52.8%	35.6%
Youngest child over 18	5.7%	5.7%	20.0%	68.6%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-35

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY FEMALE EMPLOYMENT

FEMALE EMPLOYMENT	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Part time/ full time	4.0%	7.5%	34.7%	53.7%
Retired/not employed	2.7%	9.0%	40.3%	48.0%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

TALBE I-36

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY REGION OF RESIDENCE OF RESPONDENT

REGION	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Northeast	8.0%	9.6%	35.6%	46.7%
Midwest	1.5%	8.7%	39.5%	50.2%
South	3.0%	5.3%	38.3%	53.3%
West	1.2%	7.5%	32.4%	59.0%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due rounding.

TABLE I-37

USERS VERSUS NON-USERS OF PREMIUM INCENTIVES BY EDUCATION OF MALE HOUSEHOLD HEAD

EDUCATION LEVEL	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Non high school graduate	1.8%	3.6%	25.0%	69.6%
High school graduate	5.8%	10.9%	41.0%	42.3%
Some college	2.1%	3.1%	38.3%	56.5%
College graduate	2.6%	6.6%	35.1%	55.6%
TOTAL RESPONDENTS	3.6%	7.7%	36.9%	51.8%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-38

USERS VERSUS NON-USERS OF GAME INCENTIVES BY SEX OF RESPONDENT

SEX	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Male	15.2%	18.0%	27.3%	39.5%
Female	14.8%	16.1%	28.8%	40.3%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-39

USERS VERSUS NON-USERS OF GAME INCENTIVES BY AGE OF RESPONDENT

AGE GROUP	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
12 and under	18.0%	21.3%	29.2%	31.5%
13-17	17.9%	22.4%	31.3%	28.4%
18-24	30.7%	26.3%	20.2%	22.8%
25-34	13.3%	22.6%	32.7%	31.4%
35-44	11.4%	16.2%	35.3%	37.1%
45-54	15.5%	10.7%	26.2%	47.6%
55-64	7.1%	8.7%	23.0%	61.1%
65 and over	9.2%	4.6%	16.9%	69.2%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-40

USERS VERSUS NON-USERS OF GAME INCENTIVES BY FREQUENCY OF EATING OUT

FREQUENCY OF EATING OUT IN PAST TWO WEEKS	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
1 to 2 times	9.1%	14.3%	29.4%	47.2%
3 to 6 times	20.2%	20.2%	28.3%	31.3%
7 or more times	22.0%	16.5%	20.5%	40.9%
Did not eat out	6.7%	15.8%	36.7%	40.8%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

Other demographic characteristics of users and non-users of premium incentives are revealed in Tables I-35 through I-37. Respondents from households where the female head does not work tend to use premium offers more than those from households where the female head does work. Premium offers appear to be more popular in the Northeast and Midwest than in the South and West. Respondents from households where the male head has completed high school are more likely to take advantage of this type of incentive, with 16.7 percent using such an incentive at least once every other month and another 41 percent once or twice a year.

GAME INCENTIVES

Overall, men tend to use game incentives offered by restaurants slightly more than women, and they do so more frequently. As shown in Table I-38, 15.2 percent of the male respondents reported they take advantage of a game promotion twice a month or more often and another 18 percent do so once a month or once every other month. In comparision, 14.8 percent of the women stated they take advantage of game promotions on a frequent basis and 16.1 percent on an occasional basis.

Individuals age 18 to 24 take advantage of game promotions most frequently, with 30.7 percent of the individuals in this age category using game incentives twice a month or more often and another 26.3 percent using them once a month or once every other month. Teenagers are also frequent users of game offers, with 40.3 percent taking advantage of them at least once every other month, as shown in Table I-39. Children 12 and under also find these games attractive, with 18 percent taking advantage of them twice a month or more often and 21.3 percent once a month or once every other month. On the other hand, the largest non-user age groups are those 55 to 64 years old where 61.1 percent stated they never use game promotions and those 65 and over where 69.2 percent never use such incentives.

People who eat out frequently are more likely to use game incentives than those who do not eat out as often. More than two out of ten respondents who ate out at least seven times in the two weeks prior to the study reported they take advantage of game incentives twice a month or more often and another one out of six use these incentives once a month or once every other month. Individuals who ate out three to six times in the past two weeks are also frequent users of game promotions, with 40.4 percent stating that they take advantage of this type of incentive at least once every other month. On the other hand, people who did not eat out in the past two weeks tend to use game promotions infrequently or not at all as shown in Table I-40.

TABLE I-41

USERS VERSUS NON-USERS OF GAME INCENTIVES BY HOUSEHOLD INCOME OF RESPONDENTS

HOUSEHOLD INCOME	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Under $10,000	20.8%	25.6%	22.6%	31.0%
$10,000 - $14,999	22.9%	20.6%	30.0%	26.5%
$15,000 - $19,999	10.6%	17.1%	27.1%	45.3%
$20,000 - $24,999	11.4%	12.4%	28.5%	47.7%
$25,000 - $29,999	11.6%	17.4%	29.1%	41.9%
$30,000 - $34,999	12.8%	16.3%	31.4%	39.5%
$35,000 and over	13.5%	8.2%	29.4%	48.8%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-42

USERS VERSUS NON-USERS OF GAME INCENTIVES BY HOUSEHOLD SIZE OF RESPONDENTS

HOUSEHOLD SIZE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
One member	15.2%	8.9%	29.1%	46.8%
Two members	7.6%	14.5%	25.8%	52.0%
Three members	16.6%	25.5%	23.1%	34.9%
Four members	18.8%	13.2%	33.2%	34.8%
Five or more members	19.6%	15.8%	30.4%	34.2%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

Frequent users of game incentives tend to come from lower income households and non-users tend to be from upper income households. (See Table I-41.) Twenty-one percent of the respondents from households with incomes under $10,000 and 22.9 percent of those from households with incomes between $10,000 and $14,999 take advantage of game incentives twice a month or more often. On the other hand, 48.8 percent of the respondents from households with incomes of $35,000 or more and 39.5 percent of those earning $30,000 to $34,999 never use game incentives.

Game promotions are most popular with people from one and three or more member households. In addition, they tend to be used more often by singles and by familes with children. (See Tables I-42 and I-43.) Nineteen percent of the individuals from households with four or more persons and 16.6 percent of those from three member households stated they take advantage of game incentives twice a month or more often. This type of promotion appears to be most popular with individuals from families with children under 18, with 71.9 percent using game offers at least once a year. Singles also find game promotions offered by restaurants popular as evidenced by the fact that 16.9 percent use game offers twice a month or more often. On the other hand, restaurant promotions of this type are used least by people from two member households and especially from households with no children. Over fifty percent of these individuals reported that they never take advantage of game incentives.

Other characteristics of game incentive users and non-users are shown in Tables I-44 through I-46. Respondents from households where the female head is employed use game incentives more often than those from households where the female head is not employed. In addition, game promotions appear to be used more often by people in the Northeast and South and least often or not at all by Westerners. Also, frequent users tend to be from households where the male head has a high school education or less, and infrequent users and non-users tend to be from households where the male head has some college.

4. Why Non-Users Do Not Use Restaurant Promotions

Lack of knowledge about when promotions and incentives are offered by restaurants and infrequent patronage of restaurants which offer promotions are the two primary reasons why people do not use promotions or incentives. Table I-47 reveals that 34.5 percent of the respondents to this survey reported that the reason they never take advantage of restaurant promotions or incentives is because they are not aware of when incentives are offered. In addition, 33.5 percent stated that they do not use promotions or incentives because they do not go to restaurants which offer incentives.

TABLE I-43

USERS VERSUS NON-USERS OF GAME INCENTIVES BY FAMILY LIFESTAGE OF RESPONDENT

FAMILY LIFESTAGE	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Single	16.9%	9.0%	29.2%	44.9%
Married couple/ no children	7.0%	13.6%	24.4%	55.0%
Youngest child under 18	15.7%	22.8%	33.4%	28.1%
Youngest child over 18	19.5%	12.4%	18.6%	49.6%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-44

USERS VERSUS NON-USERS OF GAME INCENTIVES BY FEMALE HEAD EMPLOYMENT STATUS

FEMALE EMPLOYMENT	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Part time/ full time	16.1%	15.2%	31.2%	37.5%
Retired/not employed	13.9%	19.8%	23.8%	42.5%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-45

USERS VERSUS NON-USERS OF GAME INCENTIVES BY REGION OF RESIDENCE OF RESPONDENT

REGION	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Northeast	20.6%	17.3%	29.4%	32.7%
Midwest	13.1%	13.9%	32.8%	40.1%
South	16.8%	21.3%	24.1%	37.8%
West	7.1%	12.1%	25.3%	55.5%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

TABLE I-46

USERS VERSUS NON-USERS OF GAME INCENTIVES BY EDUCATION OF MALE HOUSEHOLD HEAD

EDUCATION LEVEL	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	NON-USERS
Non high school graduate	18.6%	3.4%	11.9%	66.1%
High school graduate	18.3%	19.7%	27.7%	34.3%
Some college	14.4%	16.4%	24.9%	44.3%
College graduate	11.3%	15.6%	34.4%	38.8%
TOTAL RESPONDENTS	15.1%	16.7%	28.0%	40.2%

NOTE: Totals may not add to 100 percent due to rounding.

Men are particularly unaware of when promotions are offered, with 41.7 percent of the male respondents giving this reason for non-usage. In addition, some men do not like to use restaurant promotions or incentives, as shown by the fact that 26.4 percent gave this reason for non use. Women tend not to go to restaurants which offer promotions or incentives, and they also are unaware of when such vehicles are used by restaurants. (See Table I-47.)

Younger adults, senior citizens, children and teenagers do not use promotions because they are unaware of when they are offered, while individuals from the middle age groups are non-users because they never go to restauants which offer promotions or incentives. The number one reason for not taking advantage of promotions by people under 25 years old and 65 and over is that they are unaware of when promotions are offered. Middle age respondents are most likely to forget to take advantage of restaurant promotions and incentives, with 30.3 percent of those 25 to 34 years old and 40.9 percent of those 35 to 44 giving this reason for non-usage. Nearly 40 percent of the respondents age 45 to 54 and half of those 55 to 64 do not use restaurant promotions because they never go to restaurants which offer such incentives. (See Table I-48.)

People who eat out frequently do not use restaurant promotions because they are not aware of when incentives are offered or because they forget to take advantage of incentives. Four out of ten respondents who ate out seven or more times in the two weeks prior to the survey reported that they are not aware of when restaurant incentives are offered and/or they forget to take advantage of incentives. Respondents who ate out one to six times during a two week period also reported that the primary reason they never use incentives is because they are not aware of when such promotions are offered. On the other hand, people who did not eat out once in the two weeks prior to the survey stated that they do not take advantage of restaurant promotions and incentives because they never go to restaurants which offer such things. (See Table I-49.)

Household demographic characteristics of promotion non-users and why they do not use promotions are shown in Tables I-50 through I-55. Respondents from households with incomes in excess of $35,000 tend not to use promotions because the restaurants they patronize do not offer incentives. People from smaller households state that they never go to restaurants which offer incentives and/or they are not aware of when incentives are offered. People from larger households do not take advantage of restaurant promotions because they are not aware of when promotions are offered. Individuals from the Northeast say they never go to restaurants which offer incentives, while individuals from the Midwest are not aware of when incentives are offered.

TABLE I-47

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY SEX OF RESPONDENT

REASONS	TOTAL MALES	TOTAL FEMALES	TOTAL RESPONDENTS
Never go to restaurants which offer incentives	38.9%	35.0%	33.5%
Do not like to use incentives	26.4%	21.0%	20.9%
Not aware of when incentives are offered	41.7%	32.9%	34.5%
Forget to take advantage of incentives	17.4%	25.2%	25.5%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

TABLE I-48

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY AGE OF RESPONDENT

REASONS	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
Never go to restaurants which offer incentives	12.5%	10.0%	32.0%	21.2%	20.4%	38.6%	48.4%	39.2%
Do not like to use incentives	12.5%	30.0%	8.0%	27.3%	27.3%	22.9%	25.0%	15.7%
Not aware of when incentives are offered	50.0%	70.0%	40.0%	21.2%	25.0%	32.8%	25.0%	49.0%
Forget to take advantage of incentives	25.0%	30.0%	28.0%	30.3%	40.9%	25.7%	15.6%	11.8%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

TABLE I-49

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY FREQUENCY OF EATING OUT FOR RESPONDENTS

REASONS	7 OR MORE TIMES	3 TO 6 TIMES	1 TO 2 TIMES	0 TIMES
Never go to restaurants which offer incentives	24.1%	28.8%	26.7%	42.5%
Do not like to use incentives	34.5%	21.2%	18.8%	26.4%
Not aware of when incentives are offered	41.4%	40.4%	38.6%	18.4%
Forget to take advantage of incentives	41.4%	26.9%	24.8%	24.1%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

TABLE I-50

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY HOUSEHOLD INCOME OF RESPONDENT

REASONS	UNDER $15,000	$15,000-$24,999	$25,000-$34,999	$35,000-AND OVER
Never go to restaurants which offer incentives	24.7%	33.7%	23.2%	43.8%
Do not like to use incentives	14.8%	18.0%	27.9%	25.0%
Not aware of when incentives are offered	50.6%	29.2%	41.9%	24.1%
Forget to take advantage of incentives	25.9%	27.0%	11.6%	29.5%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rate exclude non-responses.

TABLE I-51

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY HOUSEHOLD SIZE OF RESPONDENT

REASONS	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBER
Never go to restaurants which offer incentives	41.4%	40.0%	30.8%	29.1%	20.9%
Do not like to use incentives	17.2%	25.0%	21.8%	10.9%	23.2%
Not aware of when incentives are offered	44.8%	29.2%	38.5%	40.0%	27.9%
Forget to take advantage of incentives	24.1%	20.8%	29.5%	23.6%	34.9%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

TABLE I-52

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY FEMALE HEAD EMPLOYMENT

REASONS	PART TIME/ FULL TIME	RETIRED/ NOT EMPLOYED
Never go to restaurants which offer incentives	30.5%	34.5%
Do not like to use incentives	21.1%	20.7%
Not aware of when incentives are offered	31.2%	36.8%
Forget to take advantage of incentives	27.3%	23.6%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

TABLE I-53

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY REGION OF RESIDENCE OF RESPONDENT

REASONS	NORTH-EAST	MID-WEST	SOUTH	WEST
Never go to restaurants which offer incentives	44.2%	15.7%	37.0%	37.2%
Do not like to use incentives	17.3%	21.3%	32.1%	9.8%
Not aware of when incentives are offered	32.7%	41.6%	28.4%	35.3%
Forget to take advantage of incentives	25.0%	32.6%	17.3%	27.4%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

TABLE I-54

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY FAMILY LIFESTAGE OF RESPONDENT

REASONS	SINGLE	MARRIED COUPLE/NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNGEST CHILD OVER 18
Never go to restaurants which offer incentives	41.9%	38.1%	22.4%	39.0%
Do not like to use incentives	16.1%	26.3%	32.8%	6.8%
Not aware of when incentives are offered	45.2%	29.7%	37.3%	32.2%
Forget to take advantage of incentives	22.6%	21.2%	26.9%	28.8%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

TABLE I-55

REASONS FOR NEVER USING A RESTAURANT PROMOTION BY EDUCATION OF MALE HOUSEHOLD HEAD

REASONS	NON-HIGH SCHOOL GRADUATE	HIGH SCHOOL GRADUATE	SOME COLLEGE	COLLEGE GRADUATE
Never go to restaurants which offer incentives	30.4%	32.6%	17.1%	50.0%
Do not like to use incentives	13.0%	25.3%	25.7%	13.2%
Not aware of when incentives are offered	39.1%	32.6%	42.8%	22.1%
Forget to take advantage of incentives	26.1%	22.1%	22.8%	25.0%

NOTES: Based only on respondents who have never used a restaurant promotion.
Multiple responses were allowed.
Response rates exclude non-responses.

SECTION II

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS AND INCENTIVES

SECTION II

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS AND INCENTIVES

In This Section Information Is Presented On:

- Likelihood of use of specific restaurant promotions and incentives
- Likelihood of use of specific restaurant promotions and incentives for users and non-users
- Likelihood of use of specific restaurant promotions and incentives for different demographic groups

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1. Likelihood Of Use Of Restaurant Promotions

Respondents were asked to indicate how likely they were to use eleven specific types of restaurant promotions and incentives. Two for one specials and cents off coupons are the most popular type of promotional offers, as shown in Table II-1. Six out of ten respondents indicated that they were very or somewhat likely to take advantage of two for one specials at restaurants, and two out of ten said they would not likely use this type of incentive. (The remaining two out of ten said they were neither likely nor unlikely to use two for one specials, or they did not answer the question.) Over half of the individuals reported that they would likely use cents off coupons at restaurants versus about one-fourth who would not.

Complete meal specials and all you can eat specials are also popular with consumers. Approximately four out of ten people said that they would take advantage of these types of promotions. Price reduction incentives for mid week dining are likely to be used by three out of ten respondents, and introductory menu item offers are favored by 21.6 percent of those surveyed. On the other hand, only 19.5 percent said that they would likely take advantage of game and sweepstake type promotions, while 54.3 percent said they would not.

The least popular types of restaurant promotions or incentives include senior citizen discounts, special events in restaurants and premiums. However, this does not necessarily mean that these promotional offers will be less successful, because, as will be shown later in this section, they do appeal to specific demographic groups.

TABLE II-1

LIKELIHOOD OF USE OF VARIOUS TYPES OF RESTAURANT PROMOTIONS AND INCENTIVES

	PERCENT SAYING...		
TYPE OF PROMOTION	VERY OR SOMEWHAT LIKELY TO USE	SOMEWHAT OR VERY UNLIKELY TO USE	MEAN VALUE
Two for one specials	60.3%	21.1%	3.7
Cents off coupons	52.8%	28.0%	3.4
Complete meal specials	37.2%	32.9%	2.9
All you can eat specials	38.3%	37.4%	2.9
Price reductions for mid-week dining	28.1%	43.9%	2.5
Introductory menu item promotions	21.6%	44.7%	2.4
Early bird specials	18.7%	53.8%	2.2
Games and sweepstakes	19.5%	54.3%	2.2
Premiums and non-food merchandise	15.8%	58.7%	2.0
Special events in restaurants	13.5%	58.1%	2.0
Senior citizen discounts	11.1%	67.5%	1.6

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these promotions.

2. Likelihood Of Use Of Restaurant Promotions For Users And Non-Users

Promotion users (those who use restaurant promotions at least once a year) also favor two for one specials and cents off coupon incentives; however, they are more likely to use these incentives than are all consumers. Three-fourths of the promotion users indicated that they were very or somewhat likely to use restaurant promotions involving two for one specials compared to 60.3 percent for all respondents. Additionally, only 11 percent of the promotion users reported they would not use two for one specials compared to 21.1 percent for all respondents. Over two-thirds of the users are likely to take advantage of cents off coupons in restaurants, considerably higher than the 52.8 percent for all individuals in the survey.

About half of the promotion users are likely to take advantage of complete meal specials and all you can eat specials and over one-third like price reduction incentives for mid-week dining. Introductory menu item promotions, early bird specials and games and sweepstakes are likely to be used by about one in four promotion users. On the other hand, premiums, special events in restaurants and senior citizen discounts are not popular with those who use restaurant promotions at least once a year.

Frequent and occasional promotion users are more likely to use these eleven kinds of promotions and incentives than are infrequent users. (See Table II-3.) Over eight out of ten frequent and occasional users indicated they are very or somewhat likely to take advantage of two for one specials at restaurants compared to 60.7 percent for the infrequent users. In addition, three-fourths of the respondents who use restaurant promotions at least once every other month reported they would likely use cents off coupons. This compares to about half for the infrequent users.

Frequent promotion users are likely to take advantage of complete meal specials, all you can eat specials and price reductions for mid-week dining. Over half of these respondents indicated they are very or somewhat likely to use promotions involving complete meal specials or all you can eat specials. In addition, 45 percent indicated that they are likely to take advantage of mid-week dining specials at restaurants. One-third of the frequent promotion users reported they are likely to play restaurant games, but 42 percent said they were unlikely to use this type of promotion. However, the proportion of likely users of games and sweepstakes is significantly higher among frequent promotion users than for all respondents, 33.9 percent versus 24.7 percent.

TABLE II-2

LIKELIHOOD OF USE OF RESTAURANT INCENTIVES FOR PROMOTION USERS

	PERCENT SAYING...		
TYPE OF INCENTIVE	VERY OR SOMEWHAT LIKELY TO USE	SOMEWHAT OR VERY UNLIKELY TO USE	MEAN VALUE
Two for one specials	75.8%	11.0%	4.1
Cents off coupons	68.1%	17.8%	3.7
Complete meal specials	45.8%	30.8%	3.2
All you can eat specials	45.9%	32.3%	3.2
Price reductions for mid-week dining	35.4%	39.1%	2.8
Introductory menu item promotions	26.8%	40.1%	2.7
Early bird specials	24.1%	51.0%	2.4
Games and sweepstakes	24.7%	51.1%	2.4
Premiums and non-food merchandise	19.7%	57.3%	2.2
Special events in restaurants	16.3%	57.3%	2.1
Senior citizen discounts	12.5%	70.2%	1.7

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-3

LIKELIHOOD OF USE OF VARIOUS TYPES OF RESTAURANT PROMOTIONS FOR FREQUENT, OCCASIONAL AND INFREQUENT USERS

TYPE OF PROMTION	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS
Two for one specials			
Very or somewhat likely to use	83.6%	81.1%	60.7%
Very or somewhat unlikely to use	5.8%	9.2%	18.8%
Mean value	4.5	4.2	3.6
Cents off coupons			
Very or somewhat likely to use	76.0%	74.2%	52.0%
Very or somewhat unlikely to use	11.6%	14.0%	28.9%
Mean value	4.3	4.0	3.3
Complete meal specials			
Very or somewhat likely to use	51.4%	47.4%	37.6%
Very or somewhat unlikely to use	22.5%	24.5%	34.3%
Mean value	3.5	3.3	2.9
All you can eat specials			
Very or somewhat likely to use	50.9%	49.3%	36.5%
Very or somewhat unlikely to use	26.1%	31.1%	40.3%
Mean value	3.4	3.2	2.8
Price reductions for mid-week dining			
Very or somewhat likely to use	45.0%	32.8%	28.1%
Very or somewhat unlikely to use	30.6%	39.8%	47.1%
Mean value	3.2	2.7	2.5
Introductory menu item promotions			
Very or somewhat likely to use	36.2%	26.4%	17.1%
Very or somewhat unlikely to use	33.9%	37.9%	49.6%
Mean value	3.0	2.7	2.3
Early bird specials			
Very or somewhat likely to use	31.1%	25.0%	15.5%
Very or somewhat unlikely to use	41.2%	50.1%	62.7%
Mean value	2.7	2.5	2.1
Games and sweepstakes			
Very or somewhat likely to use	33.9%	25.8%	13.4%
Very or somewhat unlikely to use	42.0%	49.9%	62.4%
Mean value	2.8	2.5	1.9
Premiums and non-food merchandise			
Very or somewhat likely to use	24.3%	19.9%	14.4%
Very or somewhat unlikely to use	47.1%	60.1%	64.3%
Mean value	2.5	2.2	1.9
Special events in restaurants			
Very or somewhat likely to use	20.5%	17.0%	10.8%
Very or somewhat unlikely to use	50.8%	55.5%	66.6%
Mean value	2.3	2.2	1.8
Senior citizen discounts			
Very or somewhat likely to use	17.5%	11.2%	8.9%
Very or somewhat unlikely to use	62.0%	73.9%	74.2%
Mean value	1.9	1.6	1.5

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

Two for one specials and cents off coupons are popular with occasional promotion users, as shown in Table II-3. Eight out of ten of the individuals in this group are likely to use two for one specials and 74.2 percent are likely to take advantage of coupon offers at restaurants. All you can eat specials are more likely to be used by this group than are complete meal specials, with 49.3 percent indicating they would use all you can eat specials versus 47.4 percent for complete meal specials.

Likelihood of use of these eleven types of restaurant promotions and incentives for infrequent promotion users approximates that for all respondents and is considerably lower than the likelihood of use for all promotion users. Sixty-one percent of these infrequent users reported that they were likely to take advantage of two for one specials compared to 60.3 percent for all respondents and 75.8 percent for all promotion users. Infrequent promotion users are not likely to take advantage of game and sweepstake type incentives at restaurants, with only 13.4 percent reporting they would use this type of incentive versus 62.4 percent who would not.

The majority of non promotion users are not inclined to use any of these specific types of restaurant promotions and incentives, as shown in Table II-4. However, the three types of promotions which find most favor with non-users include two for one specials, all you can eat specials and cents off coupons. On the other hand, the least likely to be used promotions for this group include senior citizen discounts, games and sweepstakes, premiums and special events in restaurants.

3. Likelihood Of Use Of Restaurant Promotions For Different Demographic Groups

Among all the demographic groups shown in Tables II-5 through II-13, two for one specials and cents off coupons are the most popular type of restaurant promotions and incentives. However, distinct differences exist among all these groups as to their degree of likelihood of use of restaurant promotions, and in this section of the report information will be presented on who is likely and unlikely to use each of the eleven types of promotions and incentives.

TWO FOR ONE SPECIALS

Women are more likely to use two for one specials at restaurants than are men, with 61.9 percent of the female respondents reporting that they are likely to take advantage of two for one specials compared to 59.2 percent for the men. Among the various age segments, this type of promotion is most popular with 18 to 24 year olds and 25 to 34 year olds. More than seven out of ten people in these two age groups indicated that they were likely to take advantage of two for one specials. On the other hand, children 12 years old and younger and people 55 and over are less likely to use this type of restaurant incentive.

TABLE II-4

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS FOR NON-USERS

	PERCENT SAYING...		
TYPE OF PROMOTION	VERY OR SOMEWHAT LIKELY TO USE	SOMEWHAT OR VERY UNLIKELY TO USE	MEAN VALUE
Two for one specials	28.1%	49.9%	2.4
Cents off coupons	20.2%	58.4%	2.0
Complete meal specials	19.4%	52.8%	2.1
All you can eat specials	22.9%	56.6%	2.2
Price reductions for mid-week dining	13.1%	61.3%	1.9
Introductory menu item promotions	10.4%	62.5%	1.8
Early bird specials	6.9%	68.2%	1.6
Games and sweepstakes	8.9%	69.8%	1.6
Premiums and non-food merchandise	8.1%	69.7%	1.6
Special events in restaurants	7.9%	68.4%	1.6
Senior citizen discounts	8.7%	70.1%	1.5

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

Seven out of ten people who said they had eaten out three to six times in the two weeks prior to the survey reported that they are likely to take advantage of two for one promotions. The proportion of likely users for frequent restaurant patrons is 62 percent and for infrequent patrons it is 62.6 percent. On the other hand, slightly less than half of those who did not dine out at all in the two weeks prior to the survey indicated that they would use restaurant promotions involving two menu items or two meals for the price of one.

Tables II-8 through II-13 feature other demographic characteristics of individuals who are likely and unlikely to take advantage of two for one specials at restaurants. This type of promotion is more likely to be used by people from households earning less than $35,000 than by those earning $35,000 or more. Individuals from families where the youngest child is under 18 have a greater tendency to use these incentives, with 67.9 percent indicating they would probably take advantage of two for one specials. Incentives such as this are least likely to be used by singles and married couples with no children, where about half said they would use them. On the other hand, six out of ten respondents from families with children would use two for one specials. People from families where the female head is employed are more inclined to take advantage of two for one specials than are those from families where the female is not employed, 63.5 percent versus 57.4 percent. Respondents residing in the South indicated that they are more likely to take advantage of restaurant promotions involving two for one specials, while those in the Northeast are less likely to do so.

CENTS OFF COUPONS

Women are considerably more likely to use cents off coupons at restaurants than are men. Fifty-six percent of the female respondents indicated that they are very or somewhat likely to use this type of restaurant promotion compared to 49.8 percent for male respondents. Seven out of ten people age 25 to 34 years old said that they were likely to use restaurant promotions involving coupons, and six out of ten of those 35 to 44 and 13 to 17 are also inclined to use this kind of incentive. People 55 years old and older are not likely to take advantage of cents off coupons, with fewer than four out of ten indicating they would use this type of incentive.

People who ate out at least once in the two weeks prior to the survey are more likely to use cents off coupons than are those who did not eat out at all. Six out of ten of those who did eat out reported that they are likely to take advantage of cents off coupons at restaurants versus only 36.4 percent for non-patrons. People who ate out three to six times during the two week period are the most likely patron group to use cents off coupons.

Tables II-8 through II-13 feature other demographic characteristics of individuals who are likely and unlikely to take advantage of coupons at restaurants. This kind of incentive is most likely to be used by people from households with incomes under $35,000 than those from households with incomes over $35,000. About six out of ten people from households with four or more members indicated they are likely to use these promotions compared to about half for people from smaller households. Families with children under 18 and singles will probably use coupons at restaurants more than married couples with no children and families with children over 18. Individuals from households where the female head is employed will probably take advantage of cents off coupons, while those from households where the female head is not employed are less likely to do so. Midwesterners and Southerners have a higher probability of use of coupons at restaurants than do Northeasterners and Westerners.

COMPLETE MEAL SPECIALS

Men and women are nearly equal in their likelihood of use of complete meal specials at restaurants, with slightly more than one-third indicating probability of use. This type of incentive is most popular with people age 18 to 24 and those age 25 to 34 where 43.3 percent and 44.7 percent, respectively, reported they are likely to use this kind of promotion. Complete meal specials are least likely to be used by children, teenagers and senior citizens, as shown in Table II-6.

Complete meal specials appeal most to people who eat out on an occasional basis (3 to 6 times in a two week period). Forty-seven percent stated that they are very or somewhat likely to take advantage of complete meal specials at restaurants. The proportion for those who eat out on a frequent basis is 38.6 percent and that for infrequent restaurant patrons is 34.3 percent. On the other hand, 34.3 percent of the non-patrons indicated that they are not likely to take advantage of complete meal specials when offered at restaurants versus 31.6 percent who are.

Other demographic characteristics of likely and unlikely users of complete meal specials are shown in Tables II-8 through II-13. This type of restaurant incentive is most likely to be used by individuals from households with incomes between $10,000 and $14,999 and $15,000 and $19,999, where 47.5 percent and 41.8 percent, respectively, reported they are likely to take advantage of complete meal specials. On the other hand, five out of ten people from households with incomes in excess of $35,000 said they are not likely to use this kind of promotion. Complete meal specials are more popular with families with no children and families with children under 18 years old. They are least likely to be used by people from families where the youngest child is over 18. Forty-one percent of the respondents from households where the female head is employed indicated they are likely to take advantage of complete meal specials versus only 34.3 percent for those from households where the female head is not employed.

ALL YOU CAN EAT SPECIALS

All you can eat specials are more likely to be used by men than by women, with 40.8 percent of the male respondents reporting they are very or somewhat likely to use this type of restaurant promotion versus 36.5 percent for the female respondents. All you can eat specials are most popular with individuals 18 to 24 years old, with fifty-seven percent indicating they are likely to take advantage of this kind of restaurant incentive. On the other hand, all you can eat specials are least likely to be used by senior citizens and children, as revealed in Table II-6.

All you can eat specials are likely to attract non-restaurant patrons (those who did not eat out once in the two weeks prior to the survey). Forty-three percent of these individuals stated they are very or somewhat likely to use this kind of restaurant promotion compared to 33.7 percent who said they were not likely to use all you can eat specials. On the other hand, a slightly larger proportion of frequent patrons stated they would not take advantage of this type of incentive than who would, 42.9 percent versus 40.2 percent.

Tables II-8 through II-13 reveal other characteristics of those who are likely and unlikely to take advantage of all you can eat specials. Such specials appeal most to persons from households with incomes under $35,000 where four out of ten stated they would be likely users. However, six out of ten of those from households with incomes over $35,000 reported they are not likely to take advantage of all you can eat specials. This type of incentive is most likely to be used by families with four or more members and where the youngest child is under 18. All you can eat specials are least popular with singles, married couples with no children and families where the youngest child is over 18. People from the South are most likely to take advantage of all you can eat specials, with 48.4 percent indicating they would use such promotions. Respondents from the West are not likely to use this type of incentive; 43.3 percent reported they are not likely to take advantage of all you can eat specials.

PRICE REDUCTIONS FOR MID-WEEK DINING

Women are more likely to use price reductions for mid-week dining than are men, with 29.9 percent of the women stating they are likely to use this kind of promotion versus 26.4 percent of the men. However, the proportion of both male and female respondents indicating they are unlikely to take advantage of mid-week dining offers was larger than the proportion who are likely to use such offers. Mid-week dining specials are more likely to be used by persons 18 to 24 years old and least likely to be used by teenagers and persons 25 to 34 years old. Readers should note that the proportion of unlikely users of mid-week dining offers is greater than that for likely users for all age groups.

Approximately one-third of the frequent and occasional restaurant patrons reported that they are likely to use mid-week dining promotions compared to 28.1 percent of the infrequent patrons and 20.5 percent of non-patrons. On the other hand, more than four out of ten people in each of these patron groups indicated they are unlikely to take advantage of price reductions for mid-week dining.

Price reductions for mid-week dining incentives are most likely to be used by people from households with incomes between $25,000 and $29,999, and they are least likely to be used by those from households with incomes of $35,000 and over. Four out of ten of those from the former type of household will probably take advantage of this kind of incentive versus two out of ten for the latter. Married couples with no children are more likely to take advantage of this type of incentive, with 30.4 percent indicating they would use mid-week dining specials. However, the proportion of unlikely users is greater than that for likely users for all household size and lifestage categories. Individuals from households where the female head is employed are more likely to take advantage of this type of incentive than are individuals from households where the female head is not employed, 32.7 percent versus a considerably lower 23.4 percent.

INTRODUCTORY MENU ITEM PROMOTIONS

Both male and female respondents indicated a tendency to not take advantage of introductory menu item promotions, with more than four out of ten reporting that it is very or somewhat unlikely that they would use this type of restaurant incentive. Only about two out of ten said that they would likely take advantage of an introductory menu item promotion. Among all age groups, the proportion of likely users is highest for those 25 to 34 years old, where 25.6 percent indicated they would likely use this kind of incentive. Teenagers are not likely to use these promotions; 54.1 percent reported they would probably not take advantage of introductory menu item promotions.

Only three out of ten respondents who had eaten out at least three times in a two week period indicated they would likely use introductory menu item promotions. On the other hand, four out of ten of these individuals said they would not use this type of promotion. Half of the infrequent and non-patrons reported that they would not likely take advantage of introductory menu item specials.

Other characteristics of likely and unlikely users of this type of restaurant incentive are shown in Tables II-8 through II-13. One-fourth of the individuals from households earning between $30,000 and $34,999 and $15,000 and $19,999 stated they are likely to use introductory menu item specials. On the other hand, nearly six out of ten respondents from households with incomes over $35,000 reported they would not take advantage of these promotions. Introductory menu item incentives are more likely to be used by families with children under 18 and less likely to be used by married couples with no children. In addition, individuals from households where the male head has completed high school or has some college are more likely to take advantage of this type of promotion.

EARLY BIRD SPECIALS

Women are more likely to take advantage of early bird specials at restaurants than are men, possibly because they have more flexible hours. Twenty percent of the female respondents reported they are very or somewhat likely to take advantage of early bird specials versus 17.1 percent for male respondents. However, over half of the men and women in the survey indicated that they would not use this type of promotion. Among all the age groups, early bird specials are more popular with individuals 25 to 34, 65 and over and 55 to 64, where two out of ten said they would likely use them. On the other hand, they are unlikely to be used by people age 45 to 54, 35 to 44 and teenagers. (See Table II-6.)

Early bird specials appear to be more popular with people who eat out on a regular basis than with non-patrons. Two out of ten of those who ate out at least once during the two week period prior to the survey reported they are very or somewhat likely to use early bird specials compared to one out of eight non-patrons. However, over half of the restaurant patrons and non-patrons indicated they would not take advantage of early bird specials.

Tables II-8 through II-13 show other characteristics of likely and unlikely users of early bird specials at restaurants. This type of restaurant promotion is least likely to be used by persons from households earning $35,000 or more where 68.7 percent said they would not use them. On the other hand, early bird specials are more likely to be used by persons from households with incomes under $10,000, with one-fourth of these individuals indicating they are very or somewhat likely to take advantage of this type of incentive. Early bird specials are also popular with people from two member households and married couples with no children, but are less popular with those from households where there are children. Families with no children are probably more flexible in when they can eat out than are those with children and can often take advantage of promotions of this type. Midwesterners are not likely to take advantage of early bird specials; only 12.8 percent indicated they would likely use such incentives versus 58.5 percent who would not use them.

GAMES AND SWEEPSTAKES

Women are slightly more likely to use games and sweepstake promotions than are men, 20.1 percent versus 18.8 percent. (Readers may recall that men actually use game promotions more than women as discussed on page 37 of this report.) Teenagers and persons age 18 to 24 are also likely to be users of this type of incentive. Thirty-eight percent of those between the ages of 13 and 17 indicated they are likely to take advantage of game incentives at restaurants, and the proportion for those 18 to 24 years old was 28.3 percent. On the other hand, such promotions are not popular with older adults, especially those over 45 years old. (See Table II-6.)

Respondents who had eaten out at least three times during the two week period prior to the survey are more likely to use restaurant promotions involving games and sweepstakes, with one-fourth reporting that they would do so. However, over half of the restaurant patrons and non-patrons reported that they would not take advantage of a game promotion.

Twenty-eight percent of the respondents from households with incomes between $10,000 and $14,999 indicated they would be very or somewhat likely to take advantage of game promotions. On the other hand, 71.9 percent of those from households with incomes in excess of $35,000 said they would not use such promotions. Game incentives are most likely to be used by individuals from families with children under 18 and least likely to be used by married couples with no children. The proportion of respondents from families with children under 18 indicating likelihood of use is 27.7 percent versus only 9.3 percent for those with no children. One-fourth of the individuals from the South said they would use this type of promotion, while only 12.3 percent of the Westerners indicated they were likely to use game incentives.

PREMIUMS AND NON-FOOD MERCHANDISE

Women are more likely to take advantage of premium offers at restaurants than are men. Eighteen percent of the female respondents said they are very or somewhat likely to use premium incentives at restaurants versus 13.7 percent of the male respondents. Teenagers, people age 18 to 24 and children 12 and under are the most probable users of premium offers, while people over 35 years old are the least likely users. (See Table II-6.) Twenty-eight percent of the teens and 25.9 percent of the adults 18 to 24 are likely to use restaurant premiums versus less than 10 percent for people over 45.

The largest proportion of users among restaurant patrons is for occasional patrons, where 20.6 percent reported they are likely to take advantage of premium offers at restaurants. Sixty-four percent of the infrequent patrons and 56.9 percent of the non-patrons are not likely to use such incentives. In addition, 65.8 percent of the frequent restaurant patrons indicated they would not use this type of incentive.

Other characteristics of likely and unlikely users of premium offers at restaurants are shown in Tables II-8 through II-13. Six out of ten respondents from households with incomes of $30,000 or more reported they would not use premium incentives; however, nearly two out of ten people from households with incomes between $10,000 and $19,999 said they would take advantage of premium incentives. Premium offers are more popular with individuals from larger families and are particularly liked by members of families with children under 18. On the other hand married couples with no children are not likely to use this type of incentive.

SPECIAL EVENTS IN RESTAURANTS

Both male and female respondents indicated they are not likely to go to a restaurant just because it is featuring a special event. Nearly six out of ten reported that they were very or somewhat unlikely to take advantage of special event promotions at restaurants. This type of promotion is most appealing to persons 18 to 24 years old and to children, but it is not popular with teenagers and persons over 25 years old. Nearly one out of six individuals 12 and under and 18 to 24 stated they would likely take advantage of a promotion involving a special event in a restaurant. On the other hand, only one out of nine of those from other age segments are likely to do so.

Fourteen percent of the respondents who had eaten out one to six times in the two week period prior to the survey said they would likely take advantage of a special event promotion at a restaurant. On the other hand, six out of ten of all restaurant patrons indicated they would not use this type of incentive.

Tables II-8 through II-13 reveal other characteristics of people who may or may not take advantage of special events in restaurants. Individuals from households with incomes over $30,000 are unlikely to go to a restaurant because of some special event offered at the establishment. This type of promotion appeals more to individuals from three or four member households and from families with children under 18. Sixteen percent of the Northeasterners reported that they would be very or somewhat likely to take advantage of special event incentives at restaurants, while the corresponding proportion for Midwesterners and Southerners was 12 percent.

SENIOR CITIZEN DISCOUNTS

Senior citizen discount offers appeal to a very specific market, people over 60 years old. Women age 65 and over are more likely to use senior citizen discounts at restaurants than are men 65 and over, 44.6 percent versus 42.1 percent. In addition, 32.9 percent of the females age 55 to 64 and 21.6 percent of the males in this age group reported they are very or somewhat likely to take advantage of senior citizen discounts at restaurants. Overall, 43.5 percent of all people age 65 and over and 27.6 percent of those 55 to 64 are likely users of this type of restaurant promotion.

Other characteristics of likely users of senior citizen discounts closely parallel general characteristics of senior citizens. Likely users of such incentives eat out infrequently or not at all during a two week period. In addition, they are likely to come from lower or middle income households, households with only one or two members, are married with no children at home or are single and live in the West.

TABLE II-5

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS AND INCENTIVES BY SEX OF RESPONDENT

TYPE OF PROMTION	MALES	FEMALES
Two for one specials		
Very or somewhat likely to use	59.2%	61.9%
Very or somewhat unlikely to use	21.7%	19.8%
Mean value	3.6	3.7
Cents off coupons		
Very or somewhat likely to use	49.8%	56.4%
Very or somewhat unlikely to use	32.3%	24.4%
Mean value	3.2	3.6
Complete meal specials		
Very or somewhat likely to use	35.9%	38.8%
Very or somewhat unlikely to use	35.0%	31.3%
Mean value	2.9	3.0
All you can eat specials		
Very or somewhat likely to use	40.8%	36.5%
Very or somewhat unlikely to use	37.5%	37.9%
Mean value	3.0	2.9
Price reductions for mid-week dining		
Very or somewhat likely to use	26.4%	29.9%
Very or somewhat unlikely to use	47.1%	41.8%
Mean value	2.4	2.6
Introductory menu item promotions		
Very or somewhat likely to use	20.2%	22.7%
Very or somewhat unlikely to use	46.9%	43.8%
Mean value	2.4	2.5
Early bird specials		
Very or somewhat likely to use	17.1%	19.9%
Very or somewhat unlikely to use	56.4%	52.8%
Mean value	2.1	2.3
Games and sweepstakes		
Very or somewhat likely to use	18.8%	20.1%
Very or somewhat unlikely to use	55.4%	54.3%
Mean value	1.9	2.2
Premiums and non-food merchandise		
Very or somewhat likely [illegible] use	13.7%	18.0%
Very or somewhat unlik[illegible] to use	62.4%	56.5%
Mean value	2.0	2.1
Special events in restaurants		
Very or somewhat likely to use	13.2%	13.3%
Very or somewhat unlikely to use	59.8%	58.1%
Mean value	2.0	2.0
Senior citizen discounts		
Very or somewhat likely to use	9.1%	12.6%
Very or somewhat unlikely to use	70.5%	66.1%
Mean value	1.6	1.7

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-6

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS AND INCENTIVES BY AGE OF RESPONDENT

TYPE OF PROMOTION	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
Two for one specials								
Very or somewhat likely to use	43.9%	64.6%	73.5%	71.1%	66.0%	69.4%	49.8%	39.9%
Very or somewhat unlikely to use	20.9%	22.9%	11.4%	16.1%	21.6%	19.7%	31.1%	24.7%
Mean value	3.4	3.7	4.1	3.6	3.8	3.8	3.3	3.3
Cents off coupons								
Very or somewhat likely to use	45.3%	60.4%	57.8%	71.0%	62.0%	51.4%	37.1%	38.8%
Very or somewhat unlikely to use	21.6%	24.0%	20.4%	20.7%	26.4%	34.4%	41.4%	28.3%
Mean value	3.4	3.6	3.6	3.8	3.6	3.3	2.8	3.1
Complete meal specials								
Very or somewhat likely to use	23.0%	27.1%	43.4%	44.7%	38.4%	38.8%	39.9%	29.8%
Very or somewhat unlikely to use	32.4%	30.2%	29.5%	31.3%	33.6%	37.4%	35.0%	28.3%
Mean value	2.6	2.6	3.1	3.1	3.0	2.9	3.0	2.9
All you can eat specials								
Very or somewhat likely to use	27.1%	46.9%	56.6%	47.7%	34.4%	41.5%	36.0%	18.8%
Very or somewhat unlikely to use	34.4%	35.4%	22.3%	33.9%	44.0%	39.8%	43.5%	40.9%
Mean value	2.7	3.1	3.6	3.2	2.8	3.0	2.7	2.3
Price reductions for mid-week dining								
Very or somewhat likely to use	12.8%	18.7%	33.1%	31.3%	25.6%	31.6%	31.4%	28.8%
Very or somewhat unlikely to use	41.8%	58.3%	42.7%	50.3%	49.6%	45.9%	39.6%	29.8%
Mean value	2.2	2.2	2.6	2.6	2.4	2.6	2.7	2.8
Introductory menu item promotions								
Very or somewhat likely to use	12.8%	17.7%	22.2%	25.6%	23.6%	24.5%	23.3%	12.6%
Very or somewhat unlikely to use	41.9%	54.1%	37.9%	47.0%	44.8%	47.6%	48.4%	40.4%
Mean value	2.2	2.2	2.6	2.5	2.5	2.4	2.3	2.1
Early bird specials								
Very or somewhat likely to use	13.5%	14.6%	18.6%	22.0%	17.2%	14.6%	21.5%	21.7%
Very or somewhat unlikely to use	47.9%	60.4%	52.4%	56.0%	60.8%	62.6%	51.6%	40.9%
Mean value	2.1	2.1	2.3	2.3	2.1	2.0	2.3	2.4

Table II-6 (Continued)

TYPE OF PROMOTION	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
Games and sweepstakes								
Very or somewhat likely to use	25.0%	37.5%	28.3%	25.3%	21.2%	16.3%	8.8%	8.0%
Very or somewhat unlikely to use	34.4%	43.7%	42.1%	50.3%	58.4%	62.9%	69.6%	54.6%
Mean value	2.6	2.8	2.7	2.4	2.2	2.0	1.6	1.6
Premiums and non-food merchandise								
Very or somewhat likely to use	21.6%	28.1%	25.9%	21.7%	13.2%	14.3%	6.3%	7.5%
Very or somewhat unlikely to use	41.2%	52.1%	45.8%	60.9%	64.4%	65.9%	70.3%	54.6%
Mean value	2.3	2.4	2.5	2.2	2.0	1.9	1.6	1.7
Special events in restaurants								
Very or somewhat likely to use	16.2%	12.5%	17.4%	14.5%	12.0%	10.9%	12.7%	12.1%
Very or somewhat unlikely to use	43.2%	64.6%	54.9%	63.8%	64.0%	66.0%	61.4%	43.5%
Mean value	2.3	1.9	2.2	2.0	1.9	1.8	1.9	2.0
Senior citizen discounts								
Very or somewhat likely to use	0.8%	1.0%	1.8%	1.6%	1.6%	4.1%	27.6%	43.5%
Very or somewhat unlikely to use	64.2%	81.2%	80.7%	84.9%	85.6%	78.2%	48.8%	20.2%
Mean value	1.1	1.2	1.2	1.1	1.1	1.3	2.5	3.5

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-7

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS AND INCENTIVES BY FREQUENCY OF EATING OUT

TYPE OF PROMOTION	7 OR MORE TIMES	3 TO 6 TIMES	1 TO 2 TIMES	0 TIMES
Two for one specials				
Very or somewhat likely to use	62.0%	72.2%	62.6%	49.5%
Very or somewhat unlikely to use	24.4%	17.1%	22.6%	26.3%
Mean value	3.6	3.9	3.6	3.3
Cents off coupons				
Very or somewhat likely to use	58.7%	62.5%	58.2%	36.4%
Very or somewhat unlikely to use	29.3%	25.7%	28.9%	35.4%
Mean value	3.4	3.6	3.4	2.9
Complete meal specials				
Very or somewhat likely to use	38.6%	47.4%	34.3%	31.6%
Very or somewhat unlikely to use	38.0%	29.4%	37.2%	34.3%
Mean value	3.1	3.2	2.8	2.8
All you can eat specials				
Very or somewhat likely to use	40.2%	41.6%	38.0%	42.8%
Very or somewhat unlikely to use	42.9%	38.8%	41.2%	33.7%
Mean value	2.9	3.0	2.8	3.0
Price reductions for mid-week dining				
Very or somewhat likely to use	34.8%	34.7%	28.1%	20.5%
Very or somewhat unlikely to use	46.7%	44.9%	46.6%	44.1%
Mean value	2.6	2.6	2.5	2.4
Introductory menu item promotions				
Very or somewhat likely to use	29.9%	29.2%	19.8%	11.8%
Very or somewhat unlikely to use	44.0%	42.5%	49.2%	50.2%
Mean value	2.6	2.7	2.3	2.1
Early bird specials				
Very or somewhat likely to use	23.9%	20.6%	20.7%	12.4%
Very or somewhat unlikely to use	60.9%	54.3%	57.5%	56.2%
Mean value	2.2	2.3	2.2	2.0
Games and sweepstakes				
Very or somewhat likely to use	22.2%	27.2%	17.7%	14.1%
Very or somewhat unlikely to use	60.3%	51.0%	60.5%	56.2%
Mean value	2.2	2.4	2.0	2.0
Premiums and non-food merchandise				
Very or somewhat likely to use	15.8%	20.6%	14.5%	12.8%
Very or somewhat unlikely to use	65.8%	59.0%	64.5%	56.9%
Mean value	2.0	2.2	2.0	2.0
Special events in restaurants				
Very or somewhat likely to use	12.0%	14.7%	14.4%	10.8%
Very or somewhat unlikely to use	65.2%	63.5%	60.5%	56.9%
Mean value	1.9	2.0	2.0	1.9
Senior citizen discounts				
Very or somewhat likely to use	9.7%	10.0%	11.4%	13.1%
Very or somewhat unlikely to use	77.2%	75.9%	70.6%	59.9%
Mean value	1.6	1.5	1.6	1.8

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-8

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS AND INCENTIVES BY HOUSEHOLD INCOME OF RESPONDENT

TYPE OF PROMOTION	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000-AND OVER
Two for one specials							
Very or somewhat likely to use	61.5%	68.6%	62.8%	62.1%	60.8%	62.6%	47.5%
Very or somewhat unlikely to use	14.9%	14.3%	16.1%	20.9%	19.2%	18.6%	38.3%
Mean value	3.9	4.0	3.9	3.6	3.8	3.8	3.0
Cents off coupons							
Very or somewhat likely to use	55.1%	59.7%	60.2%	54.5%	54.4%	55.4%	35.7%
Very or somewhat unlikely to use	21.2%	21.4%	20.7%	28.6%	23.2%	22.7%	49.0%
Mean value	3.6	3.7	3.6	3.4	3.6	3.6	2.7
Complete meal specials							
Very or somewhat likely to use	36.8%	47.5%	41.8%	38.3%	37.6%	39.4%	23.2%
Very or somewhat unlikely to use	25.1%	22.2%	30.3%	35.3%	32.0%	27.4%	51.3%
Mean value	3.1	3.3	3.1	3.0	3.0	3.2	2.3
All you can eat specials							
Very or somewhat likely to use	43.5%	47.1%	38.8%	41.5%	39.2%	45.3%	20.0%
Very or somewhat unlikely to use	28.6%	24.0%	33.6%	36.2%	34.4%	30.7%	63.8%
Mean value	3.3	3.3	3.1	3.0	3.1	3.2	2.0
Price reductions for mid-week dining							
Very or somewhat likely to use	29.3%	31.8%	30.9%	24.2%	39.2%	30.0%	19.7%
Very or somewhat unlikely to use	35.7%	38.6%	44.1%	46.9%	34.4%	40.7%	56.8%
Mean value	2.7	2.8	2.6	2.5	3.0	2.7	2.1
Introductory menu item promotions							
Very or somewhat likely to use	20.5%	22.5%	20.3%	21.3%	23.2%	28.0%	14.5%
Very or somewhat unlikely to use	32.1%	45.4%	42.4%	49.5%	39.2%	34.6%	58.5%
Mean value	2.6	2.5	2.6	2.4	2.6	2.7	2.0
Early bird specials							
Very or somewhat likely to use	25.7%	19.7%	20.7%	13.0%	20.8%	22.7%	12.7%
Very or somewhat unlikely to use	40.3%	49.2%	48.7%	59.8%	51.2%	50.0%	68.7%
Mean value	2.6	2.3	2.3	2.1	2.3	2.3	1.8

Table II-8 (Continued)

TYPE OF PROMOTION	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000-AND OVER
Games and sweepstakes							
Very or somewhat likely to use	21.2%	27.8%	19.7%	19.2%	19.2%	22.0%	10.5%
Very or somewhat unlikely to use	44.5%	46.4%	50.6%	56.8%	56.9%	47.3%	71.9%
Mean value	2.5	2.5	2.2	2.2	2.2	2.3	1.6
Premiums and non-food merchandise							
Very or somewhat likely to use	15.9%	18.2%	17.4%	16.3%	14.[illegible]%	12.7%	13.6%
Very or somewhat unlikely to use	50.8%	56.1%	57.2%	59.1%	52.6%	60.7%	69.5%
Mean value	2.2	2.2	2.1	2.1	2.2	2.0	1.8
Special events in restaurants							
Very or somewhat likely to use	15.6%	15.7%	12.5%	15.0%	17.6%	9.3%	10.2%
Very or somewhat unlikely to use	50.2%	54.6%	57.9%	62.5%	48.8%	55.3%	68.7%
Mean value	2.1	2.2	2.0	2.0	2.2	1.9	1.7
Senior citizen discounts							
Very or somewhat likely to use	15.5%	13.9%	14.5%	7.0%	5.6%	8.7%	9.3%
Very or somewhat unlikely to use	54.6%	62.5%	67.4%	74.4%	64.8%	68.0%	74.5%
Mean value	1.9	1.8	1.8	1.4	1.5	1.5	1.5

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals may not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-9

LIKELIHOOD OF USE OF RESTAURANT PROMOTIONS AND INCENTIVES BY HOUSEHOLD SIZE OF RESPONDENT

TYPE OF PROMOTION	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
Two for one specials					
Very or somewhat likely to use	50.0%	52.9%	64.6%	65.9%	66.4%
Very or somewhat unlikely to use	21.4%	25.3%	20.5%	18.9%	16.6%
Mean value	3.5	3.5	3.7	3.8	3.9
Cents off coupons					
Very or somewhat likely to use	51.9%	44.8%	54.3%	55.2%	63.3%
Very or somewhat unlikely to use	22.1%	32.4%	29.6%	28.4%	20.1%
Mean value	3.6	3.2	3.4	3.5	3.7
Complete meal specials					
Very or somewhat likely to use	33.7%	38.4%	35.3%	40.0%	36.0%
Very or somewhat unlikely to use	23.4%	33.7%	34.4%	36.2%	30.4%
Mean value	3.1	3.0	2.8	2.9	3.1
All you can eat specials					
Very or somewhat likely to use	31.8%	34.6%	37.2%	43.6%	43.6%
Very or somewhat unlikely to use	36.4%	40.6%	38.4%	33.4%	35.3%
Mean value	2.8	2.8	2.9	3.1	3.1
Price reductions for mid-week dining					
Very or somewhat likely to use	28.6%	31.5%	22.8%	30.3%	26.0%
Very or somewhat unlikely to use	35.7%	40.8%	45.7%	50.2%	43.2%
Mean value	2.7	2.7	2.4	2.5	2.6
Introductory menu item promotions					
Very or somewhat likely to use	12.0%	19.7%	23.5%	20.5%	23.2%
Very or somewhat unlikely to use	31.2%	47.2%	47.1%	49.2%	37.7%
Mean value	2.6	2.3	2.4	2.4	2.6
Early bird specials					
Very or somewhat likely to use	18.2%	21.9%	16.6%	18.1%	16.6%
Very or somewhat unlikely to use	48.7%	50.4%	56.1%	57.0%	55.7%
Mean value	2.3	2.3	2.1	2.2	2.2

Table II-9 (Continued)

TYPE OF PROMOTION	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
Games and sweepstakes					
Very or somewhat likely to use	12.9%	10.1%	24.0%	27.5%	24.3%
Very or somewhat unlikely to use	51.3%	61.7%	51.8%	49.7%	51.2%
Mean value	2.0	1.8	2.3	2.5	2.4
Premiums and non-food merchandise					
Very or somewhat likely to use	10.4%	9.4%	17.3%	22.3%	20.4%
Very or somewhat unlikely to use	51.9%	63.0%	59.3%	57.2%	55.0%
Mean value	2.0	1.8	2.0	2.2	2.2
Special events in restaurants					
Very or somewhat likely to use	9.1%	13.8%	15.5%	13.6%	12.5%
Very or somewhat unlikely to use	53.3%	56.9%	59.3%	60.8%	58.1%
Mean value	1.9	2.0	2.0	2.0	2.0
Senior citizen discounts					
Very or somewhat likely to use	18.8%	22.8%	6.2%	3.7%	2.7%
Very or somewhat unlikely to use	59.1%	53.4%	74.1%	80.0%	73.4%
Mean value	1.9	2.2	1.4	1.3	1.3

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-10

LIKELIHOOD OF USE OF RESTARUANT PROMOTIONS AND INCENTIVES BY FAMILY LIFESTAGE OF RESPONDENT

TYPE OF PROMOTION	SINGLE	MARRIED/ NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNGEST CHILD OVER 18
Two for one specials				
Very or somewhat likely to use	49.4%	50.8%	67.9%	56.6%
Very or somewhat unlikely to use	21.7%	26.8%	17.9%	22.6%
Mean value	3.5	3.4	3.8	3.6
Cents off coupons				
Very or somewhat likely to use	54.2%	42.7%	62.8%	44.4%
Very or somewhat unlikely to use	21.1%	34.1%	22.4%	33.5%
Mean value	3.6	3.1	3.7	3.1
Complete meal specials				
Very or somewhat likely to use	34.4%	38.0%	37.7%	34.0%
Very or somewhat unlikely to use	23.5%	34.1%	32.4%	38.5%
Mean value	3.1	2.9	3.0	2.7
All you can eat specials				
Very or somewhat likely to use	33.8%	31.8%	42.7%	35.3%
Very or somewhat unlikely to use	36.7%	42.1%	34.0%	37.5%
Mean value	2.8	2.7	3.0	2.8
Price reductions for mid-week dining				
Very or somewhat likely to use	28.9%	30.4%	23.8%	25.8%
Very or somewhat unlikely to use	37.9%	40.5%	48.8%	43.4%
Mean value	2.6	2.7	2.4	2.5
Introductory menu item promotions				
Very or somewhat likely to use	21.7%	18.0%	22.9%	20.8%
Very or somewhat unlikely to use	34.3%	48.5%	45.7%	44.3%
Mean value	2.6	2.2	2.5	2.4
Early bird specials				
Very or somewhat likely to use	19.2%	20.5%	18.5%	16.3%
Very or somewhat unlikely to use	50.0%	51.0%	55.0%	54.7%
Mean value	2.3	2.2	2.2	2.2

Table II-10 (Continued)

TYPE OF PROMOTION	SINGLE	MARRIED/ NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNGEST CHILD OVER 18
Games and sweepstakes				
Very or somewhat likely to use	13.2%	9.3%	27.7%	15.4%
Very or somewhat unlikely to use	52.4%	63.4%	46.7%	60.2%
Mean value	2.0	1.7	2.5	2.0
Premiums and non-food merchandise				
Very or somewhat likely to use	10.8%	8.7%	23.3%	10.4%
Very or somewhat unlikely to use	52.4%	62.8%	55.8%	62.9%
Mean value	2.0	1.8	2.3	1.8
Special events in restaurants				
Very or somewhat likely to use	9.6%	12.6%	13.6%	11.8%
Very or somewhat unlikely to use	53.6%	56.8%	60.7%	57.9%
Mean value	1.9	1.9	2.0	2.0
Senior citizen discounts				
Very or somewhat likely to use	19.3%	23.4%	2.1%	9.1%
Very or somewhat unlikely to use	60.2%	50.8%	79.5%	67.0%
Mean value	1.9	2.3	1.2	1.6

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-11

LIKELIHOOD OF USE OF RESTARUANT PROMOTIONS AND INCENTIVES BY EMPLOYMENT STATUS OF FEMALE HEAD

TYPE OF PROMOTION	PART TIME/ FULL TIME	NOT EMPLOYED
Two for one specials		
Very or somewhat likely to use	63.5%	57.4%
Very or somewhat unlikely to use	19.9%	22.6%
Mean value	3.8	3.6
Cents off coupons		
Very or somewhat likely to use	57.0%	49.3%
Very or somewhat unlikely to use	26.3%	29.5%
Mean value	3.5	3.3
Complete meal specials		
Very or somewhat likely to use	41.4%	34.3%
Very or somewhat unlikely to use	31.9%	33.7%
Mean value	3.0	2.9
All you can eat specials		
Very or somewhat likely to use	41.1%	35.7%
Very or somewhat unlikely to use	38.5%	36.2%
Mean value	3.0	2.9
Price reductions for mid-week dining		
Very or somewhat likely to use	32.7%	23.4%
Very or somewhat unlikely to use	42.8%	44.1%
Mean value	2.6	2.4
Introductory menu item promotions		
Very or somewhat likely to use	22.1%	21.0%
Very or somewhat unlikely to use	48.6%	41.4%
Mean value	2.4	2.4
Early bird specials		
Very or somewhat likely to use	19.8%	18.3%
Very or somewhat unlikely to use	55.3%	51.6%
Mean value	2.2	2.2
Games and sweepstakes		
Very or somewhat likely to use	22.2%	18.0%
Very or somewhat unlikely to use	54.8%	53.1%
Mean value	2.3	2.2
Premiums and non-food merchandise		
Very or somewhat likely to use	16.3%	15.6%
Very or somewhat unlikely to use	58.9%	58.2%
Mean value	2.1	2.0
Special events in restaurants		
Very or somewhat likely to use	14.8%	12.3%
Very or somewhat unlikely to use	61.4%	54.5%
Mean value	2.0	2.0
Senior citizen discounts		
Very or somewhat likely to use	10.0%	12.7%
Very or somewhat unlikely to use	71.9%	62.7%
Mean value	1.5	1.8

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-12

LIKELIHOOD OF USE OF RESTARUANT PROMOTIONS AND INCENTIVES BY REGION OF RESIDENCE OF RESPONDENT

TYPE OF PROMOTION	NORTH-EAST	MID-WEST	SOUTH	WEST
Two for one specials				
Very or somewhat likely to use	55.9%	60.4%	66.7%	57.3%
Very or somewhat unlikely to use	22.1%	21.3%	21.2%	19.3%
Mean value	3.6	3.7	3.8	3.5
Cents off coupons				
Very or somewhat likely to use	46.6%	57.1%	55.1%	52.3%
Very or somewhat unlikely to use	28.7%	25.9%	28.3%	29.7%
Mean value	3.3	3.5	3.4	3.2
Complete meal specials				
Very or somewhat likely to use	39.5%	38.9%	38.3%	28.7%
Very or somewhat unlikely to use	30.0%	34.3%	33.9%	34.0%
Mean value	3.0	2.9	3.0	2.8
All you can eat specials				
Very or somewhat likely to use	36.8%	36.0%	48.4%	26.7%
Very or somewhat unlikely to use	37.6%	40.6%	30.6%	43.3%
Mean value	2.9	2.8	3.2	2.6
Price reductions for mid-week dining				
Very or somewhat likely to use	28.9%	25.9%	32.0%	23.0%
Very or somewhat unlikely to use	38.9%	48.2%	43.0%	46.7%
Mean value	2.6	2.4	2.7	2.4
Introductory menu item promotions				
Very or somewhat likely to use	22.5%	19.4%	22.4%	22.3%
Very or somewhat unlikely to use	42.7%	46.3%	46.4%	42.3%
Mean value	2.4	2.3	2.5	2.4
Early bird specials				
Very or somewhat likely to use	20.0%	12.8%	21.8%	20.3%
Very or somewhat unlikely to use	48.6%	58.5%	54.7%	53.3%
Mean value	2.3	2.1	2.2	2.2
Games and sweepstakes				
Very or somewhat likely to use	21.4%	16.6%	24.5%	12.3%
Very or somewhat unlikely to use	48.2%	59.4%	51.2%	61.7%
Mean value	2.3	1.9	2.3	1.9
Premiums and non-food merchandise				
Very or somewhat likely to use	20.6%	13.1%	15.4%	12.7%
Very or somewhat unlikely to use	53.0%	59.8%	61.5%	61.7%
Mean value	2.2	2.0	2.0	2.0
Special events in restaurants				
Very or somewhat likely to use	16.0%	12.0%	12.1%	14.3%
Very or somewhat unlikely to use	55.3%	59.2%	59.3%	59.3%
Mean value	2.1	1.9	1.7	2.0
Senior citizen discounts				
Very or somewhat likely to use	10.5%	11.2%	11.0%	12.7%
Very or somewhat unlikely to use	64.6%	69.7%	67.8%	68.3%
Mean value	1.7	1.6	1.6	1.7

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

TABLE II-13

LIKELIHOOD OF USE OF RESTARUANT PROMOTIONS AND INCENTIVES BY MALE HOUSEHOLD HEAD EDUCATION

TYPE OF PROMOTION	NON-HIGH SCHOOL GRADUATE	HIGH SCHOOL GRADUATE	SOME COLLEGE	COLLEGE GRADUATE
Two for one specials				
Very or somewhat likely to use	66.4%	62.5%	66.4%	54.4%
Very or somewhat unlikely to use	15.4%	18.9%	17.7%	24.8%
Mean value	3.8	3.8	3.8	3.5
Cents off coupons				
Very or somewhat likely to use	60.9%	55.5%	52.6%	49.0%
Very or somewhat unlikely to use	21.8%	25.8%	27.3%	30.3%
Mean value	3.7	3.5	3.4	3.3
Complete meal specials				
Very or somewhat likely to use	39.1%	41.4%	41.1%	32.0%
Very or somewhat unlikely to use	27.3%	31.1%	33.9%	37.5%
Mean value	3.1	3.1	3.0	2.7
All you can eat specials				
Very or somewhat likely to use	46.3%	42.9%	41.1%	31.2%
Very or somewhat unlikely to use	24.6%	31.0%	39.5%	42.9%
Mean value	3.3	3.2	2.9	2.6
Price reductions for mid-week dining				
Very or somewhat likely to use	28.2%	30.9%	26.6%	25.8%
Very or somewhat unlikely to use	38.2%	43.1%	44.1%	47.3%
Mean value	2.6	2.6	2.6	2.4
Introductory menu item promotions				
Very or somewhat likely to use	16.3%	23.7%	22.7%	19.7%
Very or somewhat unlikely to use	46.3%	43.4%	44.8%	49.0%
Mean value	2.3	2.5	2.4	2.4
Early bird specials				
Very or somewhat likely to use	20.9%	17.7%	23.4%	13.3%
Very or somewhat unlikely to use	51.8%	51.6%	53.9%	58.1%
Mean value	2.3	2.2	2.3	2.0
Games and sweepstakes				
Very or somewhat likely to use	8.2%	23.1%	22.7%	18.7%
Very or somewhat unlikely to use	68.2%	48.3%	52.3%	58.1%
Mean value	1.8	2.4	2.2	2.1
Premiums and non-food merchandise				
Very or somewhat likely to use	15.5%	17.8%	16.5%	15.9%
Very or somewhat unlikely to use	58.2%	56.3%	59.8%	58.2%
Mean value	2.0	2.1	2.0	2.1
Special events in restaurants				
Very or somewhat likely to use	10.0%	16.1%	10.8%	9.9%
Very or somewhat unlikely to use	56.3%	56.1%	60.9%	61.6%
Mean value	1.9	2.1	1.9	1.9
Senior citizen discounts				
Very or somewhat likely to use	17.2%	11.2%	6.9%	7.8%
Very or somewhat unlikely to use	57.2%	65.2%	74.4%	69.1%
Mean value	2.0	1.7	1.4	1.5

Mean value: 5 = very likely to use, 1 = very unlikely to use.

NOTE: Totals will not add to 100 percent due to exclusion of non-responses and those answering they are neither likely nor unlikely to use these incentives.

SECTION III

LAST INCENTIVE OR PROMOTION USED

SECTION III

LAST INCENTIVE OR PROMOTION USED

In This Section Information Is Presented On:

- The last incentive used by respondents -- type, where used, when
- How consumers find out about restaurant promotions or incentives
- Whether or not restaurant promotions attract new and repeat business

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1. Last Incentive Used

Respondents who have used restaurant promotions or incentives were asked to provide information on the last or most recent incentive they used. Four out of ten reported that they had taken advantage of a restaurant promotion in the past two weeks and another 14.7 percent had done so three to four weeks ago. (See Table III-1.) Only 20 percent stated that it has been more than six months since they had used a promotion or incentive when dining out.

Four out of ten male respondents stated that they had used a restaurant incentive in the past two weeks, and 16.1 percent had used one three to four weeks ago. Similarly, forty percent of the women surveyed reported that they had taken advantage of a restaurant promotional offer in the past two weeks. In addition, 14 percent had done so two to three weeks ago.

A greater proportion of people age 18 to 24 years old had taken advantage of a restaurant promotion in the past month than any other age group. Seven out of ten individuals in this age segment reported that they had used a restaurant promotional offer in the past four weeks and an additional one out of ten had done so one or two months ago. Over half of the children and 45.1 percent of the teenagers had taken advantage of a restaurant incentive in the past four weeks. On the other hand, a relatively large proportion of individuals 55 and over had not taken advantage of any incentive at restaurants in over a year. Fifteen percent of those 55 to 64 years old and 12.3 percent of the people 65 and over had not used a restaurant promotion in more than 12 months.

TABLE III-1

LAST TIME TOOK ADVANTAGE OF INCENTIVE

WHEN	PERCENT OF RESPONDENTS
In past 2 weeks	39.7%
3 to 4 weeks ago	14.7%
1 to 2 months ago	14.4%
3 to 6 months ago	12.2%
7 to 12 months ago	7.8%
Over one year ago	11.2%

NOTE: Based only on respondents who have used a promotion.

TABLE III-2

LAST TIME TOOK ADVANTAGE OF INCENTIVE BY SEX OF RESPONDENT

WHEN	MALES	FEMALES
In past 2 weeks	39.7%	40.4%
3 to 4 weeks ago	16.1%	14.0%
1 to 2 months ago	14.2%	14.4%
3 to 6 months ago	11.9%	12.8%
7 to 12 months ago	7.6%	7.1%
Over one year ago	10.5%	11.5%

NOTE: Based only on respondents who have used a promotion.

TABLE III-3

LAST TIME TOOK ADVANTAGE OF INCENTIVE BY AGE OF RESPONDENT

WHEN	UNDER 12	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
In past 2 weeks	36.6%	29.3%	46.9%	42.4%	38.2%	38.3%	38.8%	45.4%
3 to 4 weeks ago	18.3%	15.8%	22.3%	14.5%	13.1%	14.8%	12.4%	13.1%
1 to 2 months ago	15.0%	20.7%	10.0%	11.4%	13.1%	15.8%	18.4%	13.1%
3 to 6 months ago	14.0%	14.6%	14.6%	11.4%	14.1%	12.4%	10.0%	10.8%
7 to 12 months ago	8.6%	7.3%	3.8%	9.4%	8.5%	8.6%	5.0%	5.4%
Over one year ago	8.6%	12.2%	2.3%	11.0%	13.1%	10.0%	15.4%	12.3%

NOTE: Based only on respondents who have used a promotion.

More people have used reduced price incentives recently than any other type of incentive, as shown in Table III-4. Forty-eight percent of the respondents reported that the most recent restaurant promotion they used involved a price reduction, followed by 27.2 percent who took advantage of an increased portion incentive. About one out of seven have taken advantage of a game promotion as their most recent incentive and nine percent said their most recent restaurant incentive involved a premium. The majority of the respondents took advantage of the incentive at a fast food restaurant and used the incentive at the evening meal.

The most recent restaurant promotion used by men involved reduced prices, with 47.3 percent reporting they had used this type of incentive. In addition, nearly three out of ten male respondents indicated that the last restaurant promotion they used involved increased portions. The majority of men (61.2 percent) took advantage of this incentive at a fast food restaurant, and 22.2 percent went to a family restaurant or coffee shop. Men used this last promotion at either dinner (53.9 percent) or lunch (29.3 percent).

Nearly half of the female respondents reported that their most recent restaurant incentive involved a price reduction and one-fourth said theirs involved increased portions. The majority of the women (63 percent) took advantage of this promotion at a fast food restaurant, while only 19 percent did so at a family restaurant and 9.2 percent at a fine dining/atmosphere establishment. Over half of the female respondents used this incentive at dinner and three out of ten used it at lunch.

Reduced price promotions were the most often cited last promotion used by all age groups, followed by increased portion incentives, as shown in Table III-5. Premium incentives were last used by a relatively high proportion of children and teenagers. Game promotions were most recently used by teenagers (23.8 percent) and individuals age 18 to 24 (23.6 percent). Teenagers and younger adults are most likely to take advantage of promotional offers at fast food restaurants. Seven out of ten of those 13 to 17 and 18 to 34 last took advantage of a promotion at a fast food/take out restaurant. People over 25 are more likely to use incentives at family restaurants and coffee shops, with over two out of ten reporting that their last incentive was used at this type of restaurant. Senior citizens are particularly likely to use promotions at family type restaurants as nearly four out of ten people 65 and over stated that they last used an incentive at a family restaurant. About 20 percent of the individuals age 55 and older reported that their last promotion was used at a fine dining or atmosphere restaurant.

TABLE III-4

INCENTIVE LAST USED BY SEX OF RESPONDENT

	TOTAL RESPONDENTS	MALES	FEMALES
TYPE OF INCENTIVE USED			
Increased portions	27.2%	29.8%	25.0%
Reduced prices	48.2%	47.3%	49.7%
Premiums	9.0%	9.2%	8.9%
Games	14.6%	14.0%	15.6%
Other	1.6%	0.9%	2.4%
TYPE OF RESTAURANT			
Fast food/take out	61.8%	61.2%	63.0%
Family restaurant/ coffee shop	21.0%	22.2%	19.0%
Cafeteria	3.3%	3.0%	3.8%
Fine dining	8.7%	8.4%	9.2%
MEAL OCCASION			
Breakfast	4.8%	5.6%	4.3%
Lunch	30.6%	29.3%	31.7%
Dinner	53.4%	53.9%	54.2%
Snack	7.0%	6.6%	6.8%
AWARE OF INCENTIVE BEFORE GOING TO RESTAURANT			
Yes	77.6%	76.1%	79.0%
No	13.3%	15.2%	11.4%
BEEN TO THIS RESTAURANT BEFORE			
Yes	81.0%	81.6%	80.7%
No	10.3%	10.1%	10.6%
BEEN TO THIS RESTAURANT SINCE			
Yes	52.1%	51.8%	52.5%
No	37.4%	38.4%	36.9%
PLAN TO GO BACK			
Yes	84.0%	83.5%	83.8%
No	11.3%	11.0%	12.0%
TAKEN ADVANTAGE OF OTHER INCENTIVES AT THIS RESTAURANT			
Yes	47.5%	48.3%	47.2%
No	39.9%	40.0%	39.7%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-5

INCENTIVE LAST USED BY AGE OF RESPONDENT

	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
TYPE OF INCENTIVE USED								
Increased portions	20.7%	14.3%	35.7%	32.8%	27.2%	27.7%	27.4%	21.0%
Reduced prices	34.7%	44.0%	37.1%	47.2%	50.0%	51.4%	56.6%	57.2%
Premiums	14.9%	19.0%	12.1%	12.4%	7.4%	7.7%	2.8%	2.2%
Games	9.1%	23.8%	23.6%	12.4%	15.8%	10.9%	12.7%	18.1%
Other	--	1.2%	--	0.4%	1.0%	0.4%	3.3%	8.0%
TYPE OF RESTAURANT								
Fast food/take out	57.0%	73.8%	76.4%	72.1%	67.3%	62.7%	49.0%	37.7%
Family restaurant/ coffee shop	15.7%	13.1%	13.6%	19.2%	21.3%	20.0%	20.8%	38.4%
Cafeteria	0.8%	4.8%	1.4%	1.5%	1.5%	5.9%	4.2%	7.2%
Fine dining	1.6%	2.4%	4.3%	4.9%	5.4%	8.6%	21.7%	17.4%
MEAL OCCASION								
Breakfast	2.5%	6.0%	5.7%	6.0%	2.0%	8.2%	2.8%	5.8%
Lunch	20.7%	22.6%	40.7%	34.3%	27.7%	25.4%	34.9%	31.9%
Dinner	43.8%	51.2%	41.4%	53.6%	61.4%	58.6%	54.7%	59.4%
Snack	6.6%	14.3%	14.3%	4.9%	3.0%	6.8%	3.3%	6.5%
AWARE OF INCENTIVE BEFORE GOING TO RESTAURANT								
Yes	57.0%	75.0%	81.4%	80.0%	77.7%	80.0%	79.2%	82.6%
No	14.0%	13.1%	11.4%	13.2%	14.8%	13.6%	14.2%	10.1%
BEEN TO THIS RESTAURANT BEFORE								
Yes	62.8%	84.5%	87.7%	84.5%	84.2%	84.5%	75.5%	80.4%
No	9.1%	7.1%	5.0%	9.0%	8.9%	9.5%	17.9%	13.0%

Table III-5 (Continued)

	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
BEEN TO THIS RESTAURANT SINCE								
Yes	38.8%	52.4%	61.4%	52.8%	49.5%	54.5%	50.0%	57.2%
No	34.7%	38.1%	30.0%	41.1%	41.6%	38.2%	40.6%	29.7%
PLAN TO GO BACK								
Yes	90.5%	81.2%	90.5%	78.0%	88.1%	85.7%	82.6%	75.6%
No	7.1%	15.6%	9.5%	18.3%	6.0%	11.9%	5.8%	19.5%
TAKEN ADVANTAGE OF OTHER INCENTIVES AT THIS RESTAURANT								
Yes	42.1%	53.6%	60.0%	51.3%	52.0%	55.0%	36.8%	29.0%
No	29.8%	33.3%	28.6%	40.8%	38.6%	36.4%	48.6%	56.5%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

Tables III-6 and III-7 reveal information on the household size and lifestage of the respondent. As with all respondents, the most recently used incentive by household size and household lifestage usually involved reduced prices. Game type promotions were last used by a relatively large proportion of individuals from three (14.7 percent), four (21.1 percent) and five or more (14.6 percent) member households and from households with children. Two thirds of the people with these household characteristics last used a restaurant incentive at a fast food establishment. However, a relatively large percentage of singles (12.4 percent) and married couples with no children (17.1 percent) last used a promotion when dining at fine dining restaurants.

The majority of respondents from all income categories last used a restaurant promotion involving reduced prices as shown in Table III-8. Over half of the respondents from households with incomes between $15,000 and $19,999, $25,000 and $29,999 and $35,000 and over reported that the last restaurant incentive they took advantage of involved reduced prices. A relatively large proportion of respondents from households with annual incomes of $20,000 to $24,999 and $30,000 to $34,999 last used an increased portion type of incentive. Premium and game type promotions were primarily used by lower and middle income households.

Analysis of the type of incentive last used by restaurant type and meal period provides some interesting findings. At all restaurant categories used in this survey, reduced price incentives were the most used. (See Table III-9.) However, this kind of promotion is more likely to be used at a fine dining establishment than at a fast food place. Sixty-five percent of the incentives last used at a fine dining or atmosphere restaurant involved reduced prices compared to 43.7 percent at fast food restaurants and 53.9 percent at family restaurants. Increased portion promotions are more likely to be used at family restaurants and cafeterias. Three out of ten of the last incentives taken advantage of at these types of eating establishments involved increased portions. Game and premium promotions are often found at fast food restaurants. Twelve percent of the last incentives used at these establishments were premium offers and 18.2 percent were games.

TABLE III-6

INCENTIVE LAST USED BY HOUSEHOLD SIZE OF RESPONDENT

	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
TYPE OF INCENTIVE USED					
Increased portions	23.5%	29.8%	22.4%	31.1%	26.3%
Reduced prices	59.7%	49.8%	47.5%	44.1%	48.7%
Premiums	9.2%	3.8%	10.9%	13.7%	9.2%
Games	12.6%	10.5%	14.7%	21.1%	14.6%
Other	3.3%	3.3%	0.3%	1.3%	0.0%
TYPE OF RESTAURANT					
Fast food/take out	64.7%	50.2%	67.0%	67.9%	65.4%
Family restaurant/ coffee shop	24.4%	24.5%	17.7%	21.4%	17.1%
Cafeteria	2.5%	3.8%	2.4%	1.7%	6.2%
Fine dining	11.8%	16.0%	3.8%	5.7%	5.0%
MEAL OCCASION					
Breakfast	3.4%	4.5%	6.2%	4.7%	4.2%
Lunch	38.7%	31.4%	27.4%	29.1%	31.7%
Dinner	51.3%	55.2%	48.7%	58.5%	51.3%
Snack	5.9%	4.8%	10.9%	3.3%	10.4%
AWARE OF INCENTIVE BEFORE GOING TO RESTAURANT					
Yes	84.9%	79.0%	74.0%	74.2%	80.4%
No	10.1%	11.4%	15.0%	17.4%	10.4%
BEEN TO THIS RESTAURANT BEFORE					
Yes	83.2%	77.9%	77.0%	87.0%	83.8%
No	10.9%	14.3%	11.8%	5.4%	7.1%
BEEN TO THIS RESTAURANT SINCE					
Yes	50.4%	47.6%	50.1%	57.5%	56.7%
No	41.2%	40.5%	38.3%	34.1%	32.9%
PLAN TO GO BACK					
Yes	83.7%	77.1%	86.2%	89.2%	88.6%
No	14.3%	15.3%	10.0%	9.8%	5.1%
TAKEN ADVANTAGE OF OTHER INCENTIVES AT THIS RESTAURANT					
Yes	41.2%	36.2%	53.1%	52.2%	56.7%
No	46.2%	51.4%	33.6%	37.1%	28.8%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-7

INCENTIVE LAST USED BY LIFESTAGE OF RESPONDENT

	SINGLE	MARRIED COUPLE/NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNGEST CHILD OVER 18
TYPE OF INCENTIVE USED				
Increased portions	24.0%	28.8%	25.3%	31.4%
Reduced prices	58.9%	49.7%	41.9%	49.3%
Premiums	9.3%	3.6%	14.1%	7.1%
Games	12.4%	11.9%	17.2%	17.9%
Other	3.9%	3.6%	0.8%	0.0%
TYPE OF RESTAURANT				
Fast food/take out	61.2%	49.0%	70.7%	62.8%
Family restaurant/ coffee shop	27.1%	24.6%	18.3%	20.5%
Cafeteria	2.3%	2.8%	1.2%	3.8%
Fine dining	12.4%	17.1%	2.5%	7.1%
MEAL OCCASION				
Breakfast	3.1%	3.6%	5.2%	6.4%
Lunch	36.4%	33.2%	28.8%	32.7%
Dinner	54.3%	54.1%	51.7%	53.2%
Snack	5.4%	4.7%	7.3%	7.1%
AWARE OF INCENTIVE BEFORE GOING TO RESTAURANT				
Yes	86.0%	79.5%	73.7%	77.6%
No	9.3%	11.1%	15.4%	15.4%
BEEN TO THIS RESTAURANT BEFORE				
Yes	84.5%	76.7%	81.1%	84.0%
No	10.1%	15.3%	7.9%	8.3%
BEEN TO THIS RESTAURANT SINCE				
Yes	54.3%	45.6%	52.1%	59.6%
No	38.0%	42.0%	36.9%	32.1%
PLAN TO GO BACK				
Yes	83.7%	76.5%	87.6%	100.0%
No	14.3%	14.8%	7.9%	0.0%
TAKEN ADVANTAGE OF OTHER INCENTIVES AT THIS RESTAURANT				
Yes	42.6%	34.2%	56.4%	52.6%
No	45.7%	52.3%	31.1%	35.9%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-8

INCENTIVE LAST USED BY HOUSEHOLD INCOME OF RESPONDENT

	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000 AND OVER
TYPE OF INCENTIVE USED							
Increased portions	25.3%	27.5%	25.2%	30.6%	25.2%	31.6%	26.0%
Reduced prices	44.9%	46.9%	51.6%	45.3%	57.0%	48.7%	51.1%
Premiums	10.2%	9.5%	9.8%	9.0%	9.3%	4.3%	8.4%
Games	18.4%	17.1%	15.0%	11.8%	10.3%	12.8%	13.7%
Other	2.4%	1.8%	1.2%	1.6%	0.9%	2.6%	0.9%
TYPE OF RESTAURANT							
Fast food/take out	58.4%	64.4%	62.2%	61.2%	65.4%	65.0%	59.5%
Family restaurant/ coffee shop	25.3%	18.9%	23.6%	23.3%	15.0%	19.7%	16.3%
Cafeteria	4.1%	3.6%	1.6%	3.3%	1.9%	4.3%	4.4%
Fine dining	7.8%	5.9%	6.3%	8.2%	7.5%	7.7%	16.7%
MEAL OCCASION							
Breakfast	4.9%	3.2%	6.3%	3.7%	1.9%	7.7%	5.7%
Lunch	35.5%	37.8%	22.8%	29.0%	33.6%	24.8%	30.4%
Dinner	47.8%	46.4%	59.1%	55.1%	46.7%	53.0%	61.2%
Snack	9.0%	6.8%	6.3%	5.3%	6.5%	17.1%	2.6%
AWARE OF INCENTIVE BEFORE GOING TO RESTAURANT							
Yes	74.3%	78.4%	83.1%	80.4%	80.4%	76.1%	70.5%
No	14.3%	14.0%	7.1%	11.4%	13.1%	14.5%	19.8%
BEEN TO THIS RESTAURANT BEFORE							
Yes	80.8%	82.0%	82.3%	82.4%	79.4%	81.2%	78.0%
No	9.4%	10.4%	8.3%	10.2%	13.1%	9.4%	12.8%

Table III-8 (Continued)

	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000 AND OVER
BEEN TO THIS RESTAURANT SINCE							
Yes	50.6%	56.3%	45.7%	48.6%	67.3%	47.9%	55.5%
No	36.3%	35.1%	41.3%	44.5%	24.3%	41.0%	33.0%
PLAN TO GO BACK							
Yes	83.1%	82.1%	85.7%	85.3%	69.2%	89.6%	84.0%
No	12.4%	17.9%	5.7%	11.0%	30.8%	4.2%	9.3%
TAKEN ADVANTAGE OF OTHER INCENTIVES AT THIS RESTAURANT							
Yes	40.0%	55.9%	44.1%	56.7%	44.9%	48.7%	41.9%
No	45.7%	33.3%	42.5%	33.5%	42.1%	39.3%	43.2%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-9

TYPE OF INCENTIVE LAST USED BY RESTAURANT TYPE

INCENTIVE	FAST FOOD/ TAKE OUT	FAMILY/ COFFEE SHOP	CAFE-TERIA	FINE DINING
Increased portions	25.4%	32.0%	32.1%	19.8%
Reduced prices	43.7%	53.9%	54.7%	65.4%
Premiums	12.0%	2.1%	1.9%	2.2%
Games	18.2%	7.8%	11.3%	6.6%
Other	0.6%	4.2%	--	5.9%

NOTE: Response rate has been calculated to account for multiple responses and to eliminate non-responses.

TABLE III-10

TYPE OF INCENTIVE LAST USED BY MEAL OCCASION

INCENTIVE	BREAKFAST	LUNCH	DINNER	SNACK
Increased portions	30.1%	24.6%	29.1%	24.6%
Reduced prices	34.9%	40.6%	53.1%	36.4%
Premiums	12.0%	14.5%	4.5%	16.9%
Games	18.1%	19.0%	11.2%	22.0%
Other	4.8%	1.2%	2.1%	--

NOTE: Response rate has been calculated to account for multiple responses and to eliminate non-responses.

Reduced price promotions are more likely to be used at all meal periods as shown in Table III-10. However, breakfast incentives are nearly equally likely to involve increased portions or reduced prices. Thirty percent of the incentives last used at breakfast were increased portions and 34.9 percent were reduced prices. Game type incentives are used at a relatively large proportion of the snacking occasions, with 22 percent of the promotions last used at this meal involving games. Premium offers are not likely to be used at dinner. Only 4.5 percent of the incentives last used at the evening meal involved premiums.

2. How Consumers Find Out About Restaurant Promotions

Most consumers find out about restaurant promotions and incentives via newspaper ads or notices in restaurants. Nearly four out of ten respondents reported that they learned about the incentive they last used from a newspaper ad. In addition, two out of ten stated that they learned of the incentive from an in-restaurant sign or a notice on the menu.

Consumers are also likely to find out about restaurant promotions from direct mail advertisements and television commercials. Fourteen percent said they learned about their most recent incentive from an advertisement mailed to their home or left at their home and 12.6 percent learned of it from a television ad. Word of mouth advertising (from family or friends) was given as the means of finding out about a promotion by 11.4 percent.

Consumers usually discover increased portion and reduced price promotions in newspaper ads. Nearly half said that they learned about their recent increased portion incentive from a newspaper advertisement, and 56 percent said they found out about a reduced price offer from this medium. In restaurant advertising and direct mail advertising are also ways to reach consumers about these two types of restaurant incentives. Although newspaper and in restaurant advertising are popular ways to advertise premium and game offers, a relatively large proportion of individuals reported that they found out about their recent game or premium incentive from a television commercial, as shown in Table III-11. Twenty-two percent indicated they learned of the premium offer from television and 24 percent said they heard about the game from a television ad.

TABLE III-11

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY TYPE OF PROMOTION/INCENTIVE

	TOTAL	INCREASED PORTIONS	REDUCED PRICES	PREMIUMS	GAMES	OTHER
Newspaper ad	39.3%	49.1%	56.0%	35.1%	35.2%	42.9%
In-restaurant sign/ notice on menu	21.2%	22.5%	19.2%	25.7%	25.1%	21.5%
Advertisement mailed to home/left at home	14.0%	18.8%	19.4%	13.0%	11.5%	21.4%
Television	12.6%	12.6%	8.7%	21.7%	24.0%	3.6%
From family	6.3%	5.1%	7.0%	7.6%	6.3%	10.7%
From friends	5.1%	5.8%	6.5%	6.9%	5.9%	--
Radio	2.1%	1.7%	3.2%	4.3%	3.8%	--
Others	5.5%	7.8%	6.9%	7.3%	4.1%	7.1%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

TABLE III-12

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY TYPE OF RESTAURANT

	FAST FOOD/ TAKE OUT	FAMILY/ COFFEE SHOP	CAFE-TERIA	FINE DINING
Newspaper ad	41.1%	51.5%	44.7%	48.8%
In-restaurant sign/ notice on menu	22.4%	29.9%	34.1%	26.0%
Advertisement mailed to home/left at home	17.5%	16.2%	17.1%	9.7%
Television	19.1%	3.7%	6.4%	--
From family	5.1%	10.1%	21.3%	12.2%
From friends	3.7%	7.1%	8.5%	14.6%
Radio	2.9%	1.3%	4.3%	1.6%
Others	6.2%	1.7%	2.1%	13.0%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

Consumers who last took advantage of an incentive at a fast food restaurant were more likely to hear about the incentive from a direct mail or television advertisement than consumers who used an incentive at other types of restaurants. Nineteen percent said they learned of their recent fast food promotion from television. In comparison, only 3.7 percent of the respondents who took advantage of an incentive at a family restaurant and none of the individuals who went to a fine dining establishment learned about their recent promotion from a television ad. Consumers often find out about cafeteria promotions from in restaurant signs, with over one-third indicating this is how they learned of their recent cafeteria incentive. Word-of-mouth advertising appears to be a good means of informing consumers about promotions at atmosphere restaurants. Over one-fourth of the respondents who have recently taken advantage of a promotion at this type of restaurant learned of it from family or friends.

Other demographic characteristics of how respondents learned about their most recent restaurant promotion are revealed in Tables III-13 through III-18. A summary of a few of the more frequently mentioned methods of communication can be found in the next few paragraphs.

NEWSPAPER ADS

Women are slightly more likely to find out about restaurant promotions or incentives from newspaper advertisements than are men. Forty percent of the female respondents reported that they learned about their most recent promotion from a newspaper ad compared to 37.3 percent for male respondents. More than four out of ten individuals age 35 and over found out about their last promotion from a newspaper ad, while only about three out of ten of those under 35 did so. Children are the least likely age group to learn about a restaurant promotion from a newspaper ad. Only 24 percent of the respondents 12 years old and younger reported that they learned about a recent restaurant promotion from a newspaper advertisement.

Lower income households are less likely to find out about a promotional offer in the newspaper than are middle and upper income households as revealed in Table III-15. Half of the respondents from households with incomes between $15,000 and $19,999 and $30,000 and $34,999 learned about their most recent restaurant incentive from an ad in the newspaper. In comparison only one third of those from households with incomes under $15,000 did so.

Singles and households where the youngest child is over 18 are likely to learn of restaurant promotions from newspaper ads. Forty-five percent of the respondents from these types of households found out about their last restaurant incentive via a newspaper ad. On the other hand, only about one-third of the individuals from households where the youngest child is under 18 learned about their recent promotion from a newspaper advertisement.

Forty percent of the people from households where the female head is employed learned about their last restaurant promotional offer from an ad in a newspaper. The corresponding proportion for households where the female head is not employed is 37.9 percent.

IN RESTAURANT NOTICE

Two out of ten men and a similar proportion of women found out about their most recent promotion from an in-restaurant sign or a notice on the menu. Teenagers and senior citizens are very likely to learn about promotion offers from an in-restaurant notice. Twenty-six percent of the individuals age 13 to 17 and 27.5 percent of those 65 and over found out about their last incentive in this manner. On the other hand, children and people 18 to 44 years old are less likely to learn of promotions from notices in restaurants as shown in Table III-14.

Notices in restaurants concerning a promotional offer will most likely attract the attention of individuals from upper income households and from households with incomes between $10,000 and $14,999. Nearly three out of ten respondents from households with incomes in excess of $35,000 stated that they learned of their last promotion from a notice in the restaurant or on the menu. In addition, about one-fourth of those from families with an annual income between $10,000 and $14,999 learned of a recent restaurant offer in this manner.

Individuals from large families and from families where the youngest child is over 18 are likely to learn of restaurant promotions from notices in the establishment, as shown in Tables III-16 and III-17. Twenty-four percent of the respondents from families with five or more members and 22.4 percent from households with children over 18 found out about a recent incentive from notices in restaurants.

DIRECT MAIL ADVERTISING

People 25 to 34 years old and those over 45 are likely to find out about restaurant promotions from direct mail advertisements. Seventeen percent of the individuals between the ages of 25 and 34 reported that they learned of their most recent promotion from an advertisement mailed to the home or left at the home. The corresponding proportion for those over 45 years old is about fifteen percent. Children and teenagers are not likely to learn about restaurant promotions from direct mail advertisements, as shown in Table III-14. Only one out of ten of these individuals found out about their last incentive in this manner.

Upper income households are more likely to find out about restaurant incentives from advertisements mailed to the home or left at the home. Nearly two out of ten respondents from households with incomes over $30,000 learned of their most recent restaurant promotion from direct mail advertisement. On the other hand, about one out of ten respondents from households with incomes between $10,000 and $19,999 learned of their last incentive from this medium.

Direct mail advertising will likely attract the attention of singles and married couples with no children as shown in Table III-17. About twenty percent of the respondents from such households indicated that they learned of their last restaurant promotion from an advertisement mailed to the home or left at the home. Less than ten percent of the respondents from families with children under 18 learned of their recent incentive in this manner.

Fourteen percent of the individuals from families where the female head is not employed learned of their last restaurant promotion from a direct mail advertisement versus 12.4 percent for those from households where the female head is employed.

TELEVISION

Women are more likely to find out about restaurant promotions or incentives from television commercials than are men. Nearly 14 percent of the female respondents reported that they learned of their most recent promotion from a television ad compared to 10.6 percent of the males.

Teenagers and people 18 to 34 are likely to find out about restaurant promotions from ads on television, while people over 55 years old are not likely to do so. Seventeen percent of the individuals age 13 to 17 and almost 19 percent of those 18 to 34 learned of their most recent incentive from a television advertisement. On the other hand, only 5 percent of those 55 years old and older indicated that they found out about their last promotion from an ad on television.

People from lower and middle income households often find out about restaurant promotional offers from television ads. Sixteen percent of the individuals from households with incomes between $15,000 and $19,999 and 15.3 percent from households with incomes between $10,000 and $14,999 stated that they learned of their recent promotional offer from an ad on television. On the other hand, the corresponding proportions for households earning $30,000 to $34,999 or $35,000 and over are 4.3 percent and 8.4 percent respectively.

Individuals from households with three or more members and those from families with children are likely to find out about restaurant promotions from television ads. As shown in Table III-16, 17.4 percent of the people from three member households, 16.1 percent for four member households and 15.4 percent for five or more member households heard of their last incentive on a television commercial. The corresponding percentages for one and two member households are 9.2 percent and 5.7 percent. Twenty-one percent of the individuals from families with children under 18 and 14.1 percent of those from families with children over 18 said they learned of their recent incentive from a television advertisement compared to 9.3 percent for singles and 5.7 percent for married couples with no children.

3. Do Promotions Attract New And Repeat Business

Overall, most consumers are aware of a restaurant promotional offer prior to taking advantage of it, they use promotions at restaurants they have been to before and they have been back to the restaurant since using the promotion or plan to go back. In addition, many consumers have taken advantage of other incentives at this same restaurant.

TAPLE III-13

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY SEX OF RESPONDENT

	MALE	FEMALE
Newspaper ad	37.3%	40.0%
In-restaurant sign/ notice on menu	21.0%	20.4%
Advertisement mailed to home/left at home	14.6%	14.0%
Television	10.6%	13.5%
From family	5.8%	6.7%
From friends	5.2%	4.4%
Radio	1.8%	2.5%
Others	5.7%	5.1%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

TABLE III-14

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY AGE OF RESPONDENT

	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
Newspaper ad	24.0%	34.5%	35.0%	33.6%	41.1%	45.9%	44.3%	46.4%
In restaurant sign/ notice on menu	14.9%	26.2%	19.3%	21.1%	18.3%	23.6%	22.6%	27.5%
Advertisement mailed to home/left at home	11.6%	10.7%	12.8%	17.0%	12.4%	15.0%	15.1%	16.7%
Television	13.2%	16.7%	18.6%	18.9%	16.3%	8.2%	5.2%	5.1%
From family	4.1%	7.1%	7.8%	3.0%	5.0%	6.4%	8.0%	11.6%
From friends	3.3%	4.8%	2.8%	3.0%	6.9%	2.7%	8.0%	7.2%
Radio	1.6%	4.8%	3.6%	4.9%	1.5%	1.8%	2.4%	1.4%
Others	3.3%	2.4%	8.6%	7.5%	3.5%	5.0%	6.1%	3.6%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

TABLE III-15

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY HOUSEHOLD INCOME OF RESPONDENT

	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000 AND OVER
Newspaper ad	33.1%	34.2%	50.0%	37.6%	38.3%	51.3%	35.2%
In restaurant sign/ notice on menu	18.4%	24.8%	14.9%	21.3%	17.7%	22.2%	28.6%
Advertisement mailed to home/left at home	13.9%	10.8%	8.7%	17.1%	13.1%	20.5%	17.2%
Television	14.3%	15.3%	16.1%	11.8%	15.0%	4.3%	8.4%
From family	6.9%	7.2%	5.5%	3.3%	1.9%	13.7%	7.0%
From friends	5.3%	3.6%	5.1%	6.1%	2.8%	0.9%	8.4%
Radio	2.4%	3.2%	0.8%	0.8%	1.9%	2.6%	3.5%
Others	9.7%	7.3%	3.2%	4.4%	4.6%	--	6.1%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

TABLE III-16

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY HOUSEHOLD SIZE OF RESPONDENT

	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
Newspaper ad	44.5%	40.5%	38.3%	36.1%	40.0%
In restaurant sign/ notice on menu	12.5%	22.4%	20.6%	20.7%	24.2%
Advertisement mailed to home/left at home	20.1%	18.1%	13.0%	10.4%	10.0%
Television	9.2%	5.7%	17.4%	16.1%	15.4%
From family	6.7%	7.4%	6.5%	6.4%	3.7%
From friends	9.2%	7.1%	2.4%	5.0%	3.3%
Radio	3.4%	1.0%	2.4%	3.0%	2.1%
Others	4.2%	6.8%	3.0%	7.7%	4.6%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

TABLE III-17

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY HOUSEHOLD LIFESTAGE OF RESPONDENT

	SINGLE	MARRIED COUPLE/NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNGEST CHILD OVER 18
Newspaper ad	45.0%	39.6%	33.8%	45.5%
In restaurant sign/ notice on menu	14.8%	21.5%	20.3%	22.4%
Advertisement mailed to home/left at home	22.4%	18.4%	9.3%	12.8%
Television	9.3%	5.7%	20.7%	14.1%
From family	7.0%	7.5%	3.7%	6.4%
From friends	8.5%	7.5%	4.8%	2.6%
Radio	3.1%	1.0%	1.9%	3.2%
Others	3.9%	6.5%	5.8%	5.8%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

TABLE III-18

HOW LEARNED ABOUT PROMOTION/INCENTIVE BY FEMALE HEAD EMPLOYMENT STATUS

	PART TIME/ FULL TIME	NOT EMPLOYED
Newspaper ad	39.9%	37.9%
In restaurant sign/ notice on menu	21.5%	22.0%
Advertisement mailed to home/left at home	12.4%	14.2%
Television	12.3%	14.0%
From family	7.6%	5.4%
From friends	4.1%	6.1%
Radio	2.2%	2.2%
Others	5.2%	5.9%

NOTE: Totals will not add to 100 percent because multiple responses were allowed.

Three-fourths of the respondents stated that they were aware of the incentive they last used prior to using it. (See Table III-4.) An analysis by type of incentive used reveals that respondents are more aware of reduced price and increased portion incentives before using them and less aware of premium and game type promotions. (See Table III-19.) Ninety-one percent said they were aware of the reduced price incentive prior to its use and 86.7 percent were aware of the increased portion. On the other hand, a slightly lower 81.9 percent knew about the premium offer prior to its use and 78 percent knew about the game.

People are most aware of promotions at fine dining restaurants. Nearly nine out of ten individuals indicated that they were aware of the fine dining incentive prior to its use compared to only one out of ten who did not know about it. Eighty-four percent of those who last took advantage of a promotional offer at a fast food place were aware of it before hand versus 14.5 percent who were not. (See Table III-20.)

Women are more likely to be aware of a restaurant promotion prior to its use than are men. Seventy-nine percent of the female respondents said they knew about the incentive prior to its use versus 76.1 percent for males. In addition, 15.2 percent of the men reported they were not aware of the promotion prior to their restaurant visit.

Children and teenagers are less likely to know about promotional offers at restaurants before using them as shown in Table III-5. Fifty-seven percent of the individuals 12 and under and 75 percent of those 13 to 17 years old stated that they were aware of the incentive prior to taking advantage of it. In comparison, a significantly larger 82.6 percent of the people 65 and over and 81.4 percent of those 18 to 24 knew about their promotion before using it.

People from three and four member households and from families with children are less likely to be aware of restaurant promotions prior to using [illegible] (See Tables III-6 and III-7.) In comparison, individuals from one and two member households are more aware of incentive offers prior to taking advantage of them. Eighty-six percent of the respondents from single households and 79.5 percent from households of married couples and no children reported that they were aware of their last promotion prior to using it. The corresponding percentages for families with children under and over 18 were 73.7 percent and 77.6 percent.

TABLE III-19

AWARE OF INCENTIVE PRIOR TO VISIT BY TYPE OF INCENTIVE USED

	AWARE PRIOR TO VISIT?	
INCENTIVE	YES	NO
Increased portions	86.7%	10.9%
Reduced prices	91.3%	6.0%
Premiums	81.9%	13.8%
Games	78.0%	16.7%
Other	71.4%	21.4%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-20

AWARE OF INCENTIVE PRIOR TO VISIT BY TYPE OF RESTAURANT

	AWARE PRIOR TO VISIT?	
RESTAURANT	YES	NO
Fast food/take out	83.5%	14.5%
Family/coffee shop	83.2%	13.5%
Cafeteria	78.7%	21.3%
Fine dining	88.6%	10.6%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

Individuals from all household income groups are usually aware of a promotion prior to using it, however, individuals from middle income households are more likely to be aware of restaurant incentives prior to using them than are those from lower and upper income households. Eighty-three percent of the respondents from households with incomes between $15,000 and $19,999 were aware of their last promotion prior to taking advantage of it versus 7.1 percent who were not. In comparison, 70.5 percent of the people with household incomes over $35,000 were aware of the promotion versus 19.8 percent who were not. In addition, 74.3 percent of those from households earning less than $10,000 were aware of the incentive and 14.3 percent were not.

The vast majority of individuals take advantage of promotions at restaurants they have been to previously. Eight out of ten reported that they had been to the restaurant where they last used a promotion before. An analysis by type of incentive used reveals that increased portion and reduced price incentives are slightly more likely to attract new patrons than are premium and game type incentives. Eleven percent of the people who last used an increased portion promotion and 11.7 percent of those who last used a reduced price one had not been to the restaurant before. On the other hand, the corresponding proportions for premium and game users are 9.1 percent and 8.7 percent respectively.

Fine dining/atmosphere restaurants are more likely to attract new patrons with their promotional offers than are other types of restaurants. Three out of ten individuals who last took advantage of a promotion at a fine dining restaurant had not been to the restaurant previously. In comparison, only 7.8 percent of the fast food incentive users and 12.5 percent of the family restaurant users had not been to these respective restaurants before. (See Table III-22.)

Promotions used for the evening meal may attract more new patrons than those used for other occasions. One out of eight who last used a restaurant incentive at dinner had not been to the restaurant before versus 5.9 percent for breakfast, 6.1 percent for snacks and 8.5 percent for lunch. (See Table III-23.)

Restaurant promotions are likely to attract first time patrons who are older and less likely to attract new young patrons. Eighteen percent of the individuals age 55 to 64 and 13 percent of those 65 and over had not been to the restaurant prior to using the incentive. The corresponding percentages for teenagers and persons 18 to 24 are a significantly lower 7.1 percent and 5 percent respectively.

TABLE III-21

BEEN TO RESTAURANT BEFORE BY TYPE OF INCENTIVE USED

	BEEN TO RESTAURANT BEFORE?	
INCENTIVE	YES	NO
Increased portions	88.1%	10.9%
Reduced prices	86.3%	11.7%
Premiums	88.8%	9.1%
Games	86.8%	8.7%
Other	75.0%	17.9%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-22

BEEN TO RESTAURANT BEFORE BY TYPE OF RESTAURANT

	BEEN TO RESTAURANT BEFORE?	
RESTAURANT	YES	NO
Fast food/take out	91.2%	7.8%
Family/coffee shop	84.2%	12.5%
Cafeteria	91.5%	8.5%
Fine dining	69.1%	30.1%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-23

BEEN TO RESTAURANT BEFORE BY MEAL OCCASION

	BEEN TO RESTAURANT BEFORE?	
MEAL OCCASION	YES	NO
Breakfast	92.6%	5.9%
Lunch	90.3%	8.5%
Dinner	85.4%	12.8%
Snack	90.9%	6.1%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-24

BEEN TO RESTAURANT SINCE BY TYPE OF INCENTIVE USED

	BEEN TO RESTAURANT SINCE?	
INCENTIVE	YES	NO
Increased portions	51.2%	46.4%
Reduced prices	53.7%	42.5%
Premiums	60.1%	35.5%
Games	63.1%	30.7%
Other	64.3%	28.6%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

Married couples with no children will often try a new restaurant when using a promotional offer. Fifteen percent of the respondents from households comprised of married couples with no children said that they had never been to the restaurant where they last used a promotion. On the other hand, about eight percent of those from households with children had never been to the restaurant before.

Analysis of prior restaurant visit behavior by household income reveals that 13.1 percent of the people from households with incomes between $25,000 and $29,999 and 12.8 percent of those with incomes over $35,000 went to the restaurant for the first time. On the other hand, only about one out of ten of those from households earning less than $20,000 were first time patrons.

Half of the respondents reported that they have been back to the restaurant since last using a promotion and 84 percent of those who have not been back plan to go back. Six out of ten individuals who last used premium or game type incentives have returned to the restaurant compared to about half of those who last used incentives involving reduced prices and increased portions. (See Tables III-24 and III-27.)

Fifty-eight percent of the people who last took advantage of an incentive at a fast food restaurant have returned compared to a slightly lower 53 percent for family and fine dining promotion users. Only about one out of ten promotion users said they do not plan to return to the respective restaurant where they had last used an incentive.

Dinner promotion users are less likely to have returned to the restaurant where they last took advantage of an incentive. Half of these individuals have returned to the restaurant versus about two-thirds for the other meal occasions, as shown in Table III-26. (Readers may remember that dinner promotion users had often never been to the restaurant prior to using the incentive.)

Young adults are more likely to return to the restaurant after using a promotion than are older adults. Four out of ten respondents 25 years old or older reported that they have not been back to the restaurant where they last used a restaurant promotion versus three out of ten for those 18 to 24. However, the vast majority of those that have not returned for all age groups plan to visit the restaurant again. (See Table III-5.)

TABLE III-25

BEEN TO RESTAURNAT SINCE BY TYPE OF RESTAURANT

RESTAURANT	BEEN TO RESTAURANT SINCE? YES	NO
Fast food/take out	58.1%	39.1%
Family/coffee shop	52.5%	43.1%
Cafeteria	80.9%	19.1%
Fine dining	52.8%	43.1%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-26

BEEN TO RESTAURANT SINCE BY MEAL OCCASION

MEAL OCCASION	BEEN TO RESTAURANT SINCE? YES	NO
Breakfast	67.6%	30.9%
Lunch	65.0%	31.6%
Dinner	50.4%	46.7%
Snack	71.7%	21.2%

NOTE: Totals will not add to 100 percent due to exlcusion of non-responses.

TABLE III-27

PLAN TO RETURN TO RESTAURANT BY TYPE OF INCENTIVE USED

INCENTIVE	PLAN TO RETURN TO RESTAURANT? YES	 NO
Increased portions	88.2%	8.1%
Reduced prices	86.0%	11.1%
Premiums	87.8%	11.2%
Games	86.4%	10.2%
Other	87.5%	12.5%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

TABLE III-28

PLAN TO RETURN TO RESTAURANT BY TYPE OF RESTAURANT

RESTAURANT	PLAN TO RETURN TO RESTAURANT? YES	 NO
Fast food/take out	83.9%	10.5%
Family/coffee shop	83.6%	13.3%
Cafeteria	100.0%	--
Fine dining	86.8%	11.3%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

People from households comprised of married couples with no children are less likely to return to a restaurant where they have used a promotion. Forty-two percent said they had not been back compared to 32.1 percent for households where the youngest child is over 18, 36.9 percent where the youngest child is under 18 and 38 percent for singles. In addition, the proportion who plan to go back is smallest for married couples with no children. (See Table III-7.)

Most people have taken advantage of other promotional offers at the same restaurant. Forty-eight percent said they had used promotions on more than one occasion at the same restaurant versus 39.9 percent who had not. An analysis by type of restaurant reveals some distinct differences. People who last used an incentive at a fast food restaurant are likely to have taken advantage of other promotional offers at the restaurant, while the opposite is true for fine dining establishments. Six out of ten fast food promotion users have taken advantage of other incentives versus only 28.5 percent of the fine dining users, as shown in Table III-29.

Teenagers and people age 18 to 24 have probably taken advantage of other incentives at the same restaurant. Over half of the teenagers and six out of ten of those 18 to 24 years old have used other incentives at the restaurant, while only about one-third of those 55 and older have done so.

Families with children are more likely to use other incentives at a restaurant. Fifty-six percent of the respondents from families with children under 18 and 52.6 percent of those from families with children over 18 have used other incentives at their last promotion restaurant. On the other hand, only 42.6 percent of the singles and 34.2 percent of the individuals from families with no children have done so.

TABLE III-29

TYPE OF RESTAURANT AND PRIOR USE OF INCENTIVES

	TAKEN ADVANTAGE OF OTHER INCENTIVES?	
RESTAURANT	YES	NO
Fast food/take out	59.7%	35.8%
Family/coffee shop	44.1%	49.8%
Cafeteria	36.2%	44.7%
Fine dining	28.5%	61.8%

NOTE: Totals will not add to 100 percent due to exclusion of non-responses.

SECTION IV

ATTITUDES ABOUT PROMOTIONS AND INCENTIVES

SECTION IV

ATTITUDES ABOUT PROMOTIONS AND INCENTIVES

In This Section Information Will Be Presented On:

- Overall attitudes about all types of promotions and incentives including those offered by restaurants
- Attitudes about promotions and incentives for users and non-users
- Attitudes about promotions and incentives for various demographic groups

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1. General Attitudes About Incentives and Promotions

Respondents were asked to state their level of agreement or disagreement with 14 statements regarding the use of promotions and incentives -- not just those offered by restaurants. Overall, people usually go to a restaurant because of the food and not because of any incentive or promotion that is being offered. Seven out of ten respondents strongly or somewhat agreed with the statement, "I go to a restaurant because of the food, not because of any incentives or promotions."

Level of agreement or disagreement with these various statements about promotions and incentives is shown in Table IV-1. The individuals surveyed generally agreed that there has been an increase in restaurant promotional offers, incentives are good values, restaurant promotions and incentives reduce the cost of eating out and many would like to see more restaurants offer incentives. More than five out of ten respondents stated that they have noticed an increase in the type of promotions and incentives offered by restaurants versus only one out of ten who have not done so. Fifty-five percent agreed with the statement, "Incentives are usually good values" compared to about ten percent who disagreed with the statement. Half believe that incentives can reduce the cost of eating out, while 16 percent do not think this is true. Slightly less than half (44.5 percent) said they would like to see more restaurants offer incentives and promotions.

TABLE IV-1

ATTITUDES ABOUT INCENTIVES AND PROMOTIONS

	PERCENT SAYING...			
STATEMENT	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	MEAN VALUE
I go to restaurants because of the food not because of incentives	70.1%	14.8%	5.9%	4.2
Often redeem coupons at grocery stores	61.7%	11.0%	17.0%	3.9
Noticed an increase in incentives at restaurants	53.6%	26.1%	10.1%	3.8
Incentives are usually good values	54.8%	26.1%	9.8%	3.7
Incentives reduce the cost of eating out	52.7%	22.0%	16.0%	3.6
Like to see more restaurants offer incentives	44.5%	34.3%	12.1%	3.6
Incentives increase costs of other products	50.2%	24.0%	15.9%	3.6
More incentives should be directed toward adults	40.2%	42.1%	8.3%	3.5
Like to take advantage of premiums, etc. offered by other stores	46.2%	23.9%	20.6%	3.4
Promotions encourage me to try new restaurants	37.2%	24.3%	29.0%	3.1
Taking advantage of restaurant promotions more often now than in the past	34.6%	21.0%	34.8%	2.9
Most promotions appeal to children	27.5%	28.7%	34.4%	2.9
Without promotions I would not be able to eat out as often	26.2%	21.9%	43.3%	2.7
Like to see restaurants do away with all promotions	10.7%	30.2%	49.5%	2.2

Many people believe that promotions and incentives increase the costs of other products. One out of two agreed with the statement, "Low cost merchandise, premiums and special deals offering price reductions or additional food items just increase the cost of other products." On the other hand, one-fourth neither agreed nor disagreed with the statement and 15.9 percent disagreed with it.

The majority of respondents would not like to see restaurants do away with all promotions. Fifty percent disagreed with the statement, "I would like to see restaurants do away with all incentive and promotional activities." Only 10.7 percent agreed with this statement.

Many respondents feel that more restaurant promotional offers should be aimed at adults, and some feel that most promotions appeal only to children. Four out of ten believe that more restaurant incentives and promotions should be directed toward adults, and a similar proportion have no opinion on this. In addition, 27.5 percent feel that most promotions appeal to children versus 34.4 percent who feel the opposite way.

Promotions encourage many people to try new restaurants. Thirty-seven percent agreed with the statement, "Incentives and promotions encourage me to try new restaurants," compared to 24.3 percent who are neutral and 29 percent who believe that promotions do not get them to try new restaurants.

A significant proportion of individuals are taking advantage of more restaurant promotions now, and some respondents would not be able to eat out as often without promotions. Approximately 35 percent said that they were taking advantage of promotions at restaurants more often now than before. A similar proportion said they were not. One-fourth of the respondents reported that without restaurant incentives they would not be able to eat out as often, while 43.3 percent said that this did not apply to them.

2. Attitudes About Promotions For Users And Non-Users

An analysis of responses to these 14 attitudinal questions reveals that those who take advantage of restaurant promotions are generally more positively inclined toward the use of incentives at restaurants and at other places of business such as grocery stores. As shown in Table IV-2 the mean level of agreement for statements about promotion use is significantly higher for promotion users than for non-users. For example, users of restaurant promotions agree more with such statements as promotions are good values, they can reduce the cost of eating out, more restaurants should offer incentives and that without promotions consumers would not be able to eat out as often. On the other hand, non-users feel more strongly about the statement, "I go to a restaurant because of the food, not because of any incentives or promotions" than do users. In addition, this segment of respondents has a high level of disagreement with the statement, "Without restaurant incentives/promotions I would not be able to eat out as often as I do."

Table IV-3 shows that the level of agreement with these 14 statements varies with frequency of use of restaurant promotions. Infrequent users have a higher level of agreement with the statement, "I go to restaurants because of the food" than do frequent and occasional users. Eight out of ten of those who use restaurant promotions once every six months or less often strongly or somewhat agree with this statement versus six out of ten for those who take advantage of incentives at least once every other month.

Frequent promotion users are more likely to redeem coupons and take advantage of promotions at other stores than are occasional or infrequent users. Seventy percent of the frequent users strongly or somewhat agreed with the statement, "I often redeem coupons at grocery stores" versus 68.3 percent for occasional users and 63.8 percent for infrequent users. Only 53.7 percent of the non-users agreed with this statement. Six out of ten of the frequent users reported that they like to take advantage of premiums, etc. offered by other stores. In comparison, about half of the occasional and infrequent users and one-third of the non-users take advantage of promotional ofers at other stores.

TABLE IV-2

MEAN LEVEL OF AGREEMENT ON PROMOTION PERCEPTIONS AND USAGE

	THOSE RESPONDENTS WHO:	
GAVE THESE MEAN RATINGS ON THE FOLLOWING STATEMENTS	HAVE TAKEN ADVANTAGE OF AN INCENTIVE IN THE PAST YEAR	HAVE NOT TAKEN ADVANTAGE OF AN INCENTIVE IN THE PAST YEAR
I go to a restaurant because of the food, not because of any incentives/promotions	4.0	4.7
I often redeem coupons at grocery stores	4.0	3.5
I have noticed an increase in the type of incentives/promotions offered by restaurants	4.0	3.2
Incentives/promotions offered by restaurants are usually good values	3.9	3.0
I feel restaurant incentives/promotions reduce the cost of eating out	3.9	3.0
I would like to see more restaurants offer incentives	3.9	2.8
Low cost merchandise, premiums and special deals offering price reductions or additional food items just increase the price of other products	3.5	3.6
More restaurant incentives/promotions should be directed toward adults	3.6	3.2
I like to take advantage of special gift offers and premiums offered by grocery or other stores to get me to shop there	3.6	3.0
Incentives/promotions encourage me to try new restaurants	3.4	2.2

Table IV-2 (Continued)

GAVE THESE MEAN RATINGS ON THE FOLLOWING STATEMENTS	THOSE RESPONDENTS WHO: HAVE TAKEN ADVANTAGE OF AN INCENTIVE IN THE PAST YEAR	THOSE RESPONDENTS WHO: HAVE NOT TAKEN ADVANTAGE OF AN INCENTIVE IN THE PAST YEAR
I am taking advantage of restaurant incentives/ promotions more often now than in the past	3.4	1.8
Most incentives/promotions offered by restaurants appeal primarily to children	2.8	3.3
Without restaurant incentives/ promotions I would not be able to eat out as often as I do	3.0	1.8
I would like to see restaurants do away with all incentives/ promotional activities	1.9	3.0

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

Individuals who use restaurant promotions at least once a month have noticed an increase in restaurant promotional offers and state that they are taking advantage of more promotions now than in the past. Three fourths of the frequent users reported that they have noticed an increase in restaurant promotional offers versus 64.3 percent for occasional users and 51.2 percent for infrequent users. Seven out of ten people who use restaurant promotions at least once a month reported that they are taking advantage of more restaurant promotions now compared to 48.8 percent for occasional users and only 20.2 percent for infrequent users.

Frequent promotion users are more inclined to believe that restaurant promotional offers are good values and that they can reduce the cost of eating out. Nearly eight out of ten of the individuals in this user group strongly or somewhat agreed with these two statements compared to significantly lower proportions for the other user groups. However, infrequent users are more inclined to feel that incentives just increase the costs of other products than are frequent and occasional promotion users. Fifty-seven percent of the respondents who use restaurant promotions once every six months or less often agreed with the statement, "Low cost merchandise, premiums and special deals offering price reductions or additional food items just increase the price of other products." On the other hand, less than half of the frequent and occasional users believed this.

Individuals who take advantage of restaurant promotions on a frequent basis would like to see more restaurants offer promotions and incentives, and they would like to see more of these offers aimed at adults. Seventy-one percent of the frequent users agreed with the statement, "I would like to see more restaurants offer incentives," while the corresponding proportions for occasional and infrequent users are 60.2 percent and 36.5 percent. Half of the people who take advantage of promotions at restaurants at least once a month reported that they would like to see more restaurant promotions aimed at adults compared to about four out of ten occasional and infrequent users. Occasional and infrequent promotion users tend to believe that promotions appeal more to children than do frequent users. One-fourth of the occasional users and three out of ten of the infrequent users feel that the majority of the restaurant promotions are aimed at children.

Promotions tend to encourage frequent and occasional users to try new restaurants. Sixty-four percent of the frequent users and 50.1 percent of the occasional users agreed with the statement, "Incentives and promotions encourage me to try new restaurants." In comparison, only 31.1 percent of the infrequent users and 11.6 percent of the non-users agreed with the statement.

TABLE IV-3

ATTITUDES ABOUT PROMOTIONS FOR PROMOTION USERS AND NON-USERS

	PROMOTION USERS				
	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	TOTAL USERS	NON-PROMOTION USERS
I go to restaurants because of the food					
Agree	61.3%	63.7%	80.6%	73.2%	83.4%
Neither agree nor disagree	19.5%	24.1%	11.2%	18.7%	6.4%
Disagree	14.2%	6.3%	3.8%	8.1%	0.6%
Mean value	3.8	4.0	4.4	4.0	4.7
Often redeem coupons at grocery stores					
Agree	70.1%	68.3%	63.8%	67.8%	53.7%
Neither agree nor disagree	11.6%	9.6%	10.9%	10.7%	13.1%
Disagree	11.4%	14.7%	18.8%	14.8%	23.9%
Mean value	4.1	4.0	3.9	4.0	3.5
Noticed an increase in incentives at restaurants					
Agree	74.9%	64.3%	51.2%	63.8%	33.5%
Neither agree nor disagree	15.9%	22.1%	31.9%	23.0%	37.0%
Disagree	3.3%	6.6%	11.2%	6.9%	19.2%
Mean value	4.3	4.0	3.6	4.0	3.2
Incentives are usually good values					
Agree	78.7%	67.8%	54.0%	67.2%	29.3%
Neither agree nor disagree	13.4%	21.0%	30.2%	21.3%	41.6%
Disagree	3.0%	5.0%	10.1%	5.9%	20.0%
Mean value	4.2	3.9	3.6	3.9	3.0

Table IV-3 (Continued)

	PROMOTION USERS				
	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	TOTAL USERS	NON-PROMOTION USERS
Incentives reduce the cost of eating out					
Agree	77.5%	63.4%	52.0%	64.6%	28.9%
Neither agree nor disagree	9.9%	18.6%	24.5%	14.3%	36.4%
Disagree	7.3%	11.6%	19.1%	12.5%	25.6%
Mean value	4.3	3.9	3.5	3.9	3.0
Like to see more restaurants offer incentives					
Agree	70.6%	60.2%	36.5%	56.4%	20.0%
Neither agree nor disagree	20.2%	28.9%	45.5%	31.1%	45.3%
Disagree	4.0%	4.8%	13.1%	7.0%	26.0%
Mean value	4.2	3.9	3.4	3.9	2.8
Incentives increase costs of other products					
Agree	49.1%	49.0%	57.2%	51.5%	51.8%
Neither agree nor disagree	24.6%	27.6%	25.9%	26.1%	22.5%
Disagree	19.7%	17.1%	11.4%	16.2%	16.6%
Mean value	3.5	3.5	3.6	3.5	3.6
More incentives should be directed toward adults					
Agree	51.9%	42.9%	43.3%	45.9%	30.0%
Neither agree nor disagree	37.2%	44.0%	45.2%	42.2%	47.6%
Disagree	5.1%	6.8%	6.8%	6.2%	13.3%
Mean value	3.8	3.6	3.5	3.6	3.2

Table IV-3 (Continued)

	PROMOTION USERS				
	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	TOTAL USERS	NON-PROMOTION USERS
Like to take advantage of premiums, etc. offered by other stores					
Agree	61.5%	49.4%	48.8%	53.2%	33.6%
Neither agree nor disagree	17.5%	25.2%	25.6%	22.8%	29.7%
Disagree	15.4%	19.0%	20.4%	18.3%	27.9%
Mean value	3.8	3.5	3.4	3.6	3.0
Promotions encourage me to try new restaurants					
Agree	63.5%	50.1%	31.1%	48.7%	11.6%
Neither agree nor disagree	15.9%	24.1%	30.0%	23.2%	30.1%
Disagree	14.4%	19.5%	33.8%	22.1%	49.0%
Mean value	3.8	3.5	2.9	3.4	2.2
Taking advantage of restaurant promotions more often					
Agree	72.2%	48.8%	20.2%	47.4%	5.6%
Neither agree nor disagree	14.4%	27.6%	23.2%	16.6%	20.8%
Disagree	7.8%	17.5%	51.5%	24.6%	63.6%
Mean value	4.1	3.5	2.4	3.4	1.8
Most promotions appeal to children					
Agree	19.7%	24.9%	30.2%	23.4%	38.1%
Neither agree nor disagree	24.6%	26.7%	32.4%	27.7%	32.6%
Disagree	49.6%	42.4%	33.2%	42.0%	19.4%
Mean value	2.6	2.7	3.0	2.8	3.3

Table IV-3 (Continued)

	PROMOTION USERS				
	FREQUENT USERS	OCCASIONAL USERS	INFREQUENT USERS	TOTAL USERS	NON-PROMOTION USERS
Without promotions I would not be able to eat out as often					
Agree	53.7%	34.8%	13.4%	34.4%	4.8%
Neither agree nor disagree	16.4%	25.6%	23.4%	22.0%	23.7%
Disagree	24.3%	33.3%	58.0%	37.8%	62.1%
Mean value	3.6	3.0	2.2	3.0	1.8
Like to see restaurants do away with all promotions					
Agree	5.3%	4.4%	11.2%	6.7%	20.6%
Neither agree nor disagree	14.9%	18.4%	42.2%	24.4%	48.4%
Disagree	73.9%	70.9%	41.7%	60.6%	21.5%
Mean value	1.6	1.8	2.5	1.9	3.0

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

Frequent promotion users feel that they would not be able to eat out as often if restaurants did not offer promotions and incentives. Fifty-four percent agreed with this statement versus 34.8 percent for occasional users and 13.4 percent for infrequent users.

Seven out of ten of those who take advantage of restaurant incentives at least once every other month do not feel that restaurants should do away with all promotions. The corresponding proportion for infrequent users is a significantly lower 41.7 percent.

3. Attitudes About Promotions For Various Demographic Groups

Distinct differences exist among various demographic groups as to their level of agreement and disagreement with the 14 attitudinal questions. A complete breakdown of responses by sex, age, frequency of eating out, income level, household size, household lifestage, female employment status and region of residence can be found in Tables IV-4 through IV-11 at the end of Section IV. A summary of the significant differences among all the groups regarding these statements is presented in this section of the report.

I GO TO RESTAURANTS BECAUSE OF THE FOOD

Women are slightly more likely to go to a restaurant because of the food than are men. Seventy-one percent of the female respondents agreed with the statement, "I go to a restaurant because of the food, not because of incentives or promotions" versus 68.9 percent of the male respondents.

All age groups have a high level of agreement with this statement; however, individuals 45 years old and older tend to agree with this statement more strongly than others. Seventy-seven percent of those 45 to 54 and 80.6 percent of those 55 to 64 strongly or somewhat agreed with "I go to a restaurant because of the food." On the other hand, the corresponding proportions for people 18 to 24 and 35 to 44 are 70.5 percent and 71.2 percent.

People who eat out frequently are more likely to go to restaurants because of the food rather than for an incentive or a promotional offer. Seventy-six percent of the respondents who had eaten out seven or more times in the two week period prior to the survey agreed with this statement versus 71.6 percent and 72.1 percent for the other two patron groups and 72 percent for the non-patron segment.

Individuals from upper income households will usually choose a restaurant because of the food and not because of any incentive, as shown in Table IV-7. Seventy-eight percent of the respondents from households with incomes of $35,000 and more reported that they go to restaurants because of the food. In comparison, only 63.9 percent of those from households with incomes under $10,000 and about 68 percent of those with incomes between $10,000 and $19,999 agreed with this attitudinal statement. People from middle and upper middle income households also show a relatively high level of agreement with this statement.

Nearly eight out of ten people from households where the youngest child is over 18 strongly or somewhat agreed with the statement, "I go to a restaurant because of the food not because of any incentive or promotion." In addition, over seven out of ten of those from one and two member households reported that they go to a restaurant for the food. On the other hand, respondents from larger families and where children under 18 are present have a lower level of agreement with this statement.

Individuals from households where the female head is not employed are slightly more likely to go to a restaurant because of the food. Seventy-one percent of these people expressed agreement with this attitudinal statement compared to 68.4 percent for those from households with a working wife or mother.

People from the West, the Northeast and the South expressed a higher level of agreement with this statement than did those from the Midwest. Seventy-four percent of the Westerners, 72.1 percent of the Northeasterners and 71.7 percent of the Southerners reported that they usually go to a restaurant because of the food and not because of an incentive. The corresponding proportion for Midwesterners is a significantly lower 64.4 percent.

OFTEN REDEEM COUPONS AT GROCERY STORES

Women redeem coupons at grocery stores more than men, probably reflecting the fact that women tend to do most of the food shopping. Seventy-four percent of the female respondents agreed with the statement, "I often redeem coupons at grocery stores" versus only 49.5 percent for the male respondents.

Individuals age 25 to 44 are more likely to use coupons at grocery stores than are those from other age groups as shown in Table IV-5. Seven out of ten of the respondents between the ages of 25 and 44 agreed with this statement. The corresponding proportions for people 18 to 24 and 45 to 54 are 47 percent and 64.3 percent respectively.

People who eat out infrequently during a two week period expressed a higher level of agreement with this statement than did frequent patrons. Sixty-six percent of those who ate out one to six times during the two week period prior to the survey strongly or somewhat agreed with the phrase, "I often redeem coupons at grocery stores", while the corresponding percentage for frequent patrons is 59.2 percent. People who did not eat out during the two week period are less likely to use coupons at food stores, with 60.3 percent saying they redeem grocery store coupons.

Individuals from lower, middle and upper middle income households tend to use grocery store coupons more than those from upper income households, as revealed in Table IV-7. Sixty-six percent of those from households earning $15,000 to $19,999 and 64 percent of those earning $20,000 to $29,999 agreed with this statement. In comparison, 59.3 percent of those from households earning $30,000 to $34,999 and 54.8 percent earning $35,000 and over agreed with this particular attitudinal phrase.

Grocery store coupons are used more by two member households, and in particular, by married couples with no children. Nearly seven out of ten respondents from households represented by a married couple with no children and 64.3 percent from two member households strongly or somewhat agreed with the statement, "I often redeem coupons at grocery stores."

People from the western states are least likely to use grocery store coupons, while people from the midwestern states are the most likely to use them. Fifty-six percent of the Westerners reported that they often redeem coupons at grocery stores compared to 21.7 percent who said they do not. Sixty-six percent of the Midwesterners often use food store coupons.

NOTICED AN INCREASE IN INCENTIVES AT RESTAURANTS

Women appear to have noticed that there are more restaurant incentive and promotional offers than men. Fifty-seven percent of the women surveyed agreed with the statement, "I have noticed an increase in the type of incentives or promotions offered by restaurants" versus 50.2 percent for the men.

A relatively large proportion of individuals 18 to 24 years old and 45 to 54 stated they have noticed an increase in the type of incentives offered by restaurants. Sixty percent of those 18 to 24 and 63.3 percent of those 45 to 54 agreed with this statement. On the other hand, only 54.2 percent of the teenagers and 42.4 percent of the senior citizens agreed with this.

People who eat out frequently reported that they have noticed an increase in restaurant promotional offers. Two-thirds of those who ate out seven or more times during the two week period prior to the survey strongly or somewhat agreed with this statement. About 58 percent of those who ate out less frequently and 42.8 percent of those who did not eat out feel that restaurants are offering more promotions.

Middle and upper middle income households appear to be more aware of the fact that restaurants have increased their promotional offers than are lower and upper income households. (See Table IV-7.) Sixty percent of the respondents from households with incomes between $25,000 and $29,999 believe that there has been an increase in the type of promotions offered by restaurants. In comparison, only 46.7 percent from households earning under $10,000 and 49.8 percent earning $35,000 and over agreed with this statement.

Larger households and those with children under 18 show the highest level of overall agreement with this phrase. Sixty-one percent of the respondents from households with five or more members agreed with this, while only 6.9 percent disagreed with it. Fifty-one percent of those from households where there are children under 18 believe this statement compared to 7.3 percent who do not.

INCENTIVES ARE USUALLY GOOD VALUES

More women believe that incentives are good values than men. Fifty-seven percent of the female respondents strongly or somewhat agreed with the statement, "Incentives and promotions offered by restaurants are usually good values." The corresponding proportion for male respondents is a slightly lower 52.6 percent.

People 35 to 44 years old and 18 to 24 years old expressed a higher level of agreement with this statement than did those from other age groups as shown in Table IV-5. Sixty-two percent of those 35 to 44 and 57.2 percent of those 18 to 24 agreed with this phrase. A relatively high level of disagreement with this statement was reported by teenagers (15.6 percent), people 65 and over (13.2 percent) and people 55 to 64 (13.1 percent).

Six out of ten respondents who ate out three or more times during the two week period prior to the survey agreed that incentives are usually good values. The corresponding proportion for those who ate out once or twice was 56.7 percent and that for those who did not eat out was 45.4 percent.

Moderate and upper middle income respondents tend to feel that restaurant incentives are good values more so than those from lower and upper income households. Six out of ten of those from households earning $10,000 to $14,999, $20,000 to $24,999 and $30,000 to $34,999 agreed with this statement. The corresponding proportions for those earning under $10,000 and those earning over $35,000 are 46.7 percent and 49.8 percent.

People from large households tend to consider restaurant promotions to be good values. Sixty-four percent of the respondents from five or more member households strongly or somewhat agreed with the statement, "Incentives and promotions offered by restaurants are usually good values." In comparison, the proportion for three member households is 49.9 percent, and for one person households it is 52 percent.

People in the Northeast and the South are more likely to believe that restaurant incentives are good values than are people from the Midwest and West. Approximately 56 percent of the Northeasterners and Southerners agreed with this statement versus 52 percent for Midwesterners and Westerners.

INCENTIVES REDUCE THE COST OF EATING OUT

Women believe that incentives can reduce the cost of eating out more than men. Fifty-four percent of the female respondents stated they agreed with the statement, "I feel restaurant incentives and promotions reduce the cost of eating out" versus 51.1 percent for male respondents.

Teenagers and persons 25 to 44 show a higher level of agreement with this statement than do other age groups. Fifty-six percent of the individuals 13 to 17 years old agreed with this and only 8.4 percent disagreed. The corresponding proportions for the 25 to 34 segment are 57.9 percent and 17.8 percent, and they are 58 percent and 12.8 percent for those 35 to 44.

People who eat out frequently are more likely to agree with this statement than are those who dine out on an infrequent basis. Six out of ten of those who ate out at least three times in the two weeks prior to the survey agreed that incentives reduce the cost of eating out. In comparison, 55 percent of the infrequent patrons and 41.8 percent of the non patrons believed this to be true.

Middle and upper middle income households show a higher level of agreement with this attitudinal statement. Fifty-nine percent of the respondents from households earning between $15,000 and $19,999 and 57.6 percent from households with incomes of $25,000 to $29,999 agreed that incentives can reduce the cost of eating out. In comparison, less than half of those from households earning $35,000 or more agreed with this phrase.

Individuals from larger households tend to believe that restaurant incentives and promotions can reduce the cost of eating out more so than those from smaller households. Fifty-five percent of the respondents from families with four or more members agreed with this statement versus about fifty percent for one, two and three member households.

Households where the female head is employed are more likely to agree that incentives can reduce the cost of a restaurant meal. Fifty-six percent of the respondents from households where the female head is employed strongly or somewhat agreed with this statement compared to a significantly lower 49.1 percent for those where the female head is not employed.

LIKE TO SEE MORE RESTAURANTS OFFER INCENTIVES

Women would like to see more restaurants offer incentives. Forty-six percent of the female respondents agreed with this statement compared to 42.9 percent of the male respondents.

Teenagers and adults under 35 years old are more likely to agree with this statement than are people from other age groups. Fifty-three percent of the individuals 13 to 17 and 52 percent of those 18 to 34 would like to see more restaurants offer incentives. In comparison, only 40.9 percent of the respondents 55 to 64 and 35.3 percent of the senior citizen group agreed with this phrase.

Over half of the individuals who ate out at least three times in the two weeks prior to the survey agreed that more restaurants should offer incentives. On the other hand, 44 percent of those who ate out once or twice and 34.7 percent of those who did not eat out would like this to happen.

People from lower, middle and upper middle income households are more likely to agree with this statement than are those from upper income families. (See Table IV-7.) Half of those earning $25,000 to $34,999, 47 percent of those earning under $15,000 and 45 percent earning between $15,000 and $24,999 tend to agree with this statement. On the other hand, only 32.7 percent of the respondents from households earning $35,000 and more would like to see more restaurants offer incentives.

Larger households and those where there are children under 18 present would like to see more restaurants offer incentives. Fifty-two percent of the respondents from households with five or more members and 45.4 percent of those belonging to families where the youngest child is under 18 strongly or somewhat agreed with this statement. Singles also would like more restaurants to offer incentives, with nearly half of the single respondents agreeing with this statement.

People from the South are most likely to agree with this phrase, while people from the West are least likely to agree with it, as shown in Table IV-11. Forty-seven percent of the Southerners would like to see more restaurants offer incentives versus 41.7 percent of the Westerners.

INCENTIVES INCREASE THE COSTS OF OTHER PRODUCTS

About half of the male and female respondents agreed that incentives increase the costs of other products. On the other hand, nearly one out of six do not believe this to be true.

Six out of ten individuals between the ages of 35 and 54 believe that incentives and promotions increase the costs of other products. In comparison, about half of those 18 to 34 and those 55 and over believe this to be true, as shown in Table IV-5.

People who eat out frequently are slightly more likely to agree with this statement than are those who eat out occasionally or infrequently. At the same time, a significant proportion of these frequent patrons disagree with the statement. Fifty-four percent of the people who ate out seven or more times in the two weeks prior to the survey believe that incentives increase the costs of other products, while 21.7 percent do not believe this. The corresponding proportions for occasional patrons are 51.2 percent and 18 percent and those for infrequent patrons are 50.1 percent and 14 percent.

Fifty-six percent of the respondents from households earning $25,000 to $29,999 believe that incentives and promotions increase the costs of other products and 52.5 percent of those earning over $35,000 believe this to be true. On the other hand, only 41.7 percent of the individuals from households earning under $10,000 agreed with this statement. These lower income families tend to believe that promotions and incentives make eating out more affordable.

Individuals belonging to households where there are no children or only children over 18 years old display a higher level of agreement with this statement than do individuals from other household groups. Fifty percent of the married couples with no children and 55.6 percent of the families with children over 18 agre[illegible] with this statement. On the other hand, 44.6 percent of [illegible] singles and 45.5 percent of the individuals from households with children under 18 believe that promotions increase the cost of eating out.

MORE INCENTIVES SHOULD BE DIRECTED TOWARD ADULTS

Women are in slightly more agreement with the statement, "More restaurant incentives and promotions should be directed toward adults," than are men. Forty-two percent of the female respondents strongly or somewhat agreed with this statement versus 38.9 percent of the male respondents.

Older respondents tend to agree more strongly with this statement than do younger respondents. Forty-eight percent of those 45 to 64 years old and 42.9 percent of those 65 and over strongly or somewhat agreed that more incentives should be directed toward adults. On the other hand, only 11.4 percent of the children 12 and under and 38.6 percent of the teenagers would like to see more promotions and incentives aimed at adults.

People who eat out frequently believe that more restaurant promotions should be directed toward adults. Nearly half of the respondents who ate out seven or more times in the two weeks prior to the survey agreed with this statement compared to 44.9 percent for occasional patrons, 40 percent for infrequent patrons and 33.3 percent for those who did not dine out.

About 45 percent of the people from households earning between $20,000 and $29,999 agreed that more incentives should be directed toward adults, while about 35 percent of those from households earning under $15,000 agreed with it.

Respondents from households with children under 18 are least likely to agree with this phrase, as shown in Table IV-9. Thirty-four percent of this respondent group strongly or somewhat agreed that more promotions should be aimed at adults. In comparison, the proportion from households with children over 18 is 45.7 percent and that for singles is 44.6 percent.

LIKE TO TAKE ADVANTAGE OF PREMIUMS OFFERED BY OTHER STORES

Women are considerably more likely to take advantage of incentive offers at other types of stores than are men. Over half of the female respondents strongly or somewhat agreed with this statement versus 38.4 percent of the male respondents.

Children, teenagers, young adults 18 to 24 and senior citizens are less likely to use promotions and incentives at other stores than are individuals from other age groups. (See Table IV-5.) Over half of the people 25 to 34 and those 55 to 64 stated that they take advantage of promotions at other types of stores. On the other hand, 27.5 percent of the respondents 45 to 54 years old and 24.4 percent of those 35 to 44 reported that they do not take advantage of promotional offers at other stores.

People who eat out on an infrequent basis tend to use premiums and incentives offered by other stores more than frequent restaurant patrons. Half of those who ate out six times or less often agreed with the phrase, "I like to take advantage of special gift offers and premiums offered by grocery or other stores to get me to shop there." The corresponding proportion for those who ate out seven or more times is 43.5 percent. Coupon usage at grocery stores was also higher for those who eat out occasionally or infrequently than for those who eat out frequently.

The income group least likely to take advantage of incentives at other stores is the $30,000 to $34,999 segment, where only 37.4 percent of the respondents from households earning this much agreed with the statement. On the other hand, people from lower income households display a higher level of agreement with this phrase. Approximately 50 percent of the individuals from households earning between $10,000 and $19,999 agreed with this statement.

Nearly half of the individuals from households where the female head is employed reported that they often take advantage of incentives and promotions offered at other stores. In comparison, 44.3 percent of those from households where the female is not employed agreed with this statement.

Southerners show the highest level of agreement with this statement, while Westerners show the lowest level. Fifty-two percent of the respondents residing in the South agreed that they like to take advantage of incentives at other stores compared to only 36.3 percent for those living in the West.

PROMOTIONS ENCOURAGE ME TO TRY NEW RESTAURANTS

Women are slightly more likely to try a new restaurant because of a promotion than are men. Thirty-nine percent of the female respondents agreed that incentives and promotions encourage them to try new restaurants. In comparison, the proportion of men agreeing with this statement was 35.4 percent.

Promotions are more likely to encourage young adults age 18 to 24 to try new restaurants. Forty-six percent of the individuals 18 to 24 years old strongly or somewhat agreed with this phrase. The corresponding proportions for some of the older age segments are 31.8 percent (65 and over), 35.6 percent (55 to 64) and 38 percent (45 to 54).

People who eat out frequently are more likely to try a restaurant because of a promotional offer than are people who eat out infrequently, as shown in Table IV-6. Nearly half of the frequent patron group and 45.5 percent of the occasional patron group agreed with this statement compared to 34.9 percent for the infrequent patron segment and only 29.3 percent for non patrons.

Four out of ten respondents from households with incomes between $15,000 and $19,999 and between $25,000 and $34,999 reported that incentives encourage them to try new restaurants. In comparison, only about one-fourth of the individuals from households with incomes in excess of $35,000 stated that incentives get them to try a new restaurant.

Promotions tend to encourage singles and people from large households to try new restaurants. Forty-five percent of the respondents from households with five or more members agreed with this statement compared with about 36 percent for other size households. Thirty-seven percent of the singles strongly or somewhat agreed with the statement, "Incentives and promotions encourage me to try new restaurants."

TAKING ADVANTAGE OF RESTAURANT PROMOTIONS MORE OFTEN

Slightly more than one-third of the female respondents and exactly one-third of the male respondents agreed with this statement. In addition, about equal proportions, 35 percent, disagreed with the statement.

Teenagers and people 18 to 24 years old reported that they are taking advantage of restaurant promotions more often now. Forty-four percent of the respondents 18 to 24 and 44.8 percent of those 13 to 17 strongly or somewhat agreed with this attitudinal statement. In comparsion, only about 33 percent of the individuals between the ages of 45 to 64 and 29.8 percent of the senior citizens believe this statement applies to them.

Over four out of ten respondents who ate out three or more times in the two weeks prior to the survey agreed that they were taking advantage of restaurant promotions more often now than in the past. One-third of the infrequent patrons and about one-fourth of the non patrons agreed with this statement.

Middle and upper middle income households are more likely to be using restaurant promotions more often now than other income segment households. (See Table IV-7.) Nearly four out of ten individuals from households with incomes between $15,000 and $29,999 agreed with the statement, "I am taking advantage of restaurant incentives and promotions more often now than in the past." On the other hand, only 24.4 percent of the over $35,000 segment agreed with this statement and nearly half disagreed with it. These middle income households are probably looking for ways to maintain their eating out frequency and as a result they may find that promotions make restaurant dining more affordable.

Singles and people from households where children under 18 years old are present reported using restaurant promotional offers more often now. Thirty-seven percent of the singles and 36 percent of the respondents from families with children under 18 strongly or somewhat agreed with this statement, as revealed in Table IV-9.

Thirty-eight percent of the individuals from households where the female head is employed agreed with this statement compared with a slightly lower 31.6 percent for those belonging to households where the female is not employed.

Three out of ten Westerners said they were using restaurant incentives more often now, while four out of ten said they were not. In comparison, nearly equal proportions of respondents from the other regions agreed as disagreed with this statement.

MOST PROMOTIONS APPEAL TO CHILDREN

Thirty-five percent of the female respondents and 33.5 percent of the male respondents disagreed with the statement, "Most incentives and promotions offered by restaurants appeal primarily to children." In addition, a lower 28.8 percent of the women and 26.5 percent of the men agreed with the statement.

Children (27.7 percent) and teenagers (33.3 percent) show the highest level of agreement with this attitudinal statement as shown in Table IV-5. On the other hand, older adults do not feel that most restaurant promotions appeal primarily to children. Forty-two percent of the respondents 35 to 44 years old and 40.1 percent of those 45 to 54 years old disagreed with this phrase.

People who do not eat out are more likely to believe that most promotions appeal primarily to children. Thirty-seven percent of the individuals who did not eat out during the two week period prior to the survey agreed with this statement versus only 24.9 percent who disagreed with it. The corresponding proportions for those who eat out frequently are 28.3 percent and 37.5 percent. For occasional restaurant patrons, 25.9 percent agreed and a considerably larger 40.6 percent disagreed that restaurant promotions appeal primarily to children.

The largest proportion of respondents who disagreed with this statement are from households with incomes between $15,000 and $24,999, where 37 percent reported they do not believe most promotions appeal primarily to children. On the other hand, only 30.1 percent of the individuals from households earning over $35,000 disagreed with this phrase.

Over thirty percent of the respondents belonging to households where there are children under 18 agreed with this statement and a similar proportion disagreed with it. On the other hand, 21.1 percent of the singles agreed that many promotions are directed toward children, while a larger 41.6 percent did not believe this to be the case. A higher proportion of respondents from households with no children and with children over 18 disagreed with this phrase than agreed with it, as revealed in Table IV-9.

WITHOUT PROMOTIONS I WOULD NOT BE ABLE TO EAT OUT AS OFTEN

The majority of the male and female respondents did not agree with the statement, "Without restaurant incentives and promotions I would not be able to eat out as often as I do." More than four out of ten reported that they disagreed with this statement versus about one-fourth who agreed with it.

People 35 and over are most likely to disagree with this statement as shown in Table IV-5. More than four out of ten of those 35 to 54 years old disagreed with the statement, "Without restaurant incentives and promotions I would not be able to eat out as often as I do," compared to about 25 percent who agreed. On the other hand, the level of agreement for individuals 18 to 34 years old is higher. Thirty-one percent of the 18 to 24 age group and 32.3 percent of the 25 to 34 segment believe that this statement applies to them.

People who ate out six or fewer times during the two week period prior to the survey are more likely to feel that without promotions they would not be able to eat out as often. Nearly 30 percent of these respondents agreed with this statement compared to 25.5 percent for more frequent patrons. However, the majority from each patron group did not agree with this attitudinal statement.

Individuals from lower and middle income households depend more on promotions in order to make eating out affordable. Thirty-four percent of those from households with incomes between $10,000 and $14,999 and 30 percent from households with incomes of $15,000 to $19,999 agreed with this statement. In comparison, only 12.5 percent of the over $35,000 group agreed with it, while a substantially larger 62 percent disagreed.

A larger proportion of respondents from households with five or more members agreed with this phrase than disagreed with it, 38.7 percent versus 30.5 percent. However, the opposite is true for all other household size groups as shown in Table IV-8. Of significance is the fact that half of the one and two member households disagreed with this statement. In addition, households with children under 18 have a higher tendency to agree with this than do other types of households. Twenty-nine percent of the individuals belonging to families where there are children under 18 present believe this phrase applies to them while 37 percent do not. The corresponding proportions for households with no children or children over 18 are 20.9 percent and 18.1 percent.

A slightly larger proportion of respondents from employed female households disagreed that without restaurant promotions they would not be able to eat out as often than that for non employed female households, 43.2 percent versus 41.9 percent.

Westerners are more likely to disagree with this statement than are people from other regions of the country. Nearly half of the respondents from the western states reported that they did not agree with the statement, "Without promotions I would not be able to eat out as often as I do." On the other hand, the largest proportion of respondents who agreed with this statement can be found in the South and Midwest.

LIKE TO SEE RESTAURANTS DO AWAY WITH ALL PROMOTIONS

Women tend to disagree more with the statement, "I would like to see restaurants do away with all incentive and promotional activities" than do men. Fifty-two percent of the female respondents disagreed with this statement compared to 47.9 percent for male respondents. However, only about one out of ten males and females agreed with the phrase.

Teenagers and adults under 35 show a higher level of disagreement with this statement, while people over 45 are more likely to agree with it. (See Table IV-5.) More than six out of ten teenagers disagreed that restaurants should eliminate all promotional offers. The corresponding proportions for the 18 to 24 and 25 to 34 age segments are 55.5 percent and 59.4 percent respectively. On the other hand, 13.6 percent of those 45 to 54, 14.1 percent of those 55 to 64 and 20.7 percent of those 65 and over agreed with this phrase.

Six out of ten individuals who ate out at least three times in the two week period prior to the survey reported they disagreed that restaurants should do away with all promotions. In comparison, 50.9 percent of those who ate out only once or twice and 36.7 percent of the respondents who did not dine out disagreed with this statement.

Lower and middle income families would like restaurants to continue to offer promotions. Over half of the respondents from households with incomes between $10,000 and $24,999 disagreed with this statement versus 40.5 percent for the over $35,000 household income group. In addition, 12.7 percent of those belonging to households earning $30,000 to $34,999 and 14.7 percent of those from households with incomes over $35,000 agreed with this phrase.

Respondents from two member households and from households with no children or children over 18 have a higher level of agreement with, "I would like to see restaurants do away with all promotions." Fourteen percent of the individuals from two member households agreed with the statement versus 44.7 percent who disagreed with it. The corresponding proportions for married couples with no children are 15.5 percent and 44 percent and those for families with children over 18 are 15.4 percent and 43 percent.

Individuals from the Midwest have a higher level of agreement with this statement than do those from other sections of the country. Fifteen percent of the Midwesterners agreed with this statement compared to 9 percent for Westerners, 9.2 percent for Southerners and 9.3 percent for Northeasterners.

TABLE IV-4

ATTITUDES ABOUT PROMOTIONS BY SEX OF RESPONDENT

	TOTAL MALES	TOTAL FEMALES
I go to restaurants because of the food		
Agree	68.9%	71.1%
Neither agree nor disagree	16.2%	14.0%
Disagree	5.7%	6.0%
Mean value	4.2	4.2
Often redeem coupons at grocery stores		
Agree	49.5%	73.9%
Neither agree nor disagree	14.8%	7.6%
Disagree	25.3%	15.6%
Mean value	3.5	4.3
Noticed an increase in incentives at restaurants		
Agree	50.2%	57.4%
Neither agree nor disagree	29.3%	22.8%
Disagree	10.4%	9.8%
Mean value	3.7	3.8
Incentives are usually good values		
Agree	52.6%	56.9%
Neither agree nor disagree	28.1%	24.2%
Disagree	10.2%	9.6%
Mean value	3.6	3.7
Incentives reduce the cost of eating out		
Agree	51.1%	54.4%
Neither agree nor disagree	23.7%	20.8%
Disagree	16.3%	15.8%
Mean value	3.6	3.7

Table IV-4 (Continued)

	TOTAL MALES	TOTAL FEMALES
Like to see more restaurants offer incentives		
Agree	42.9%	45.7%
Neither agree nor disagree	34.6%	34.8%
Disagree	13.6%	10.4%
Mean value	3.5	3.6
Incentives increase costs of other products		
Agree	49.8%	50.5%
Neither agree nor disagree	24.7%	23.9%
Disagree	16.0%	16.0%
Mean value	3.6	3.6
More incentives should be directed toward adults		
Agree	38.9%	41.8%
Neither agree nor disagree	43.4%	41.4%
Disagree	8.6%	8.6%
Mean value	3.5	3.6
Like to take advantage of premiums, etc. offered by other stores		
Agree	38.4%	53.4%
Neither agree nor disagree	29.9%	18.2%
Disagree	22.5%	18.9%
Mean value	3.3	3.6
Promotions encourage me to try new restaurants		
Agree	35.4%	39.3%
Neither agree nor disagree	25.3%	23.6%
Disagree	30.0%	27.7%
Mean value	3.0	3.2

Table IV-4 (Continued)

	TOTAL MALES	TOTAL FEMALES
Taking advantage of restaurant promotions more often		
Agree	33.3%	36.3%
Neither agree nor disagree	22.3%	19.8%
Disagree	35.3%	34.3%
Mean value	2.9	3.0
Most promotions appeal to children		
Agree	26.5%	28.8%
Neither agree nor disagree	30.7%	26.9%
Disagree	33.5%	35.1%
Mean value	2.9	2.9
Without promotions I would not be able to eat out as often		
Agree	23.4%	27.8%
Neither agree nor disagree	23.0%	20.4%
Disagree	44.5%	42.3%
Mean value	2.6	2.7
Like to see restaurants do away with all promotions		
Agree	11.2%	10.2%
Neither agree nor disagree	31.8%	28.1%
Disagree	47.9%	52.1%
Mean value	2.3	2.2

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

TABLE IV-5

ATTITUDES ABOUT PROMOTIONS BY
AGE OF RESPONDENT

	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
I go to restaurants because of the food								
Agree	35.1%	73.9%	70.5%	72.0%	71.2%	77.2%	80.6%	65.1%
Neither agree nor disagree	20.3%	18.8%	15.8%	15.5%	17.2%	14.3%	11.7%	11.6%
Disagree	8.7%	3.1%	6.6%	7.2%	6.8%	5.5%	3.5%	4.5%
Mean value	3.6	4.3	4.1	4.1	4.2	4.3	4.4	4.4
Often redeem coupons at grocery stores								
Agree	29.0%	46.9%	47.0%	70.4%	71.6%	64.3%	68.2%	68.6%
Neither agree nor disagree	18.9%	21.9%	15.7%	9.2%	9.2%	8.2%	10.2%	7.1%
Disagree	14.2%	22.9%	28.3%	14.8%	14.0%	23.1%	16.9%	5.5%
Mean value	3.4	3.4	3.3	4.1	4.1	3.7	4.0	4.4
Noticed an increase in incentives at restaurants								
Agree	26.3%	54.2%	60.2%	58.3%	57.6%	63.3%	54.7%	42.4%
Neither agree nor disagree	31.1%	30.2%	25.3%	24.3%	26.4%	22.4%	30.0%	22.2%
Disagree	4.8%	8.3%	7.2%	11.9%	10.0%	10.8%	10.6%	13.2%
Mean value	3.5	3.8	3.9	3.8	3.8	3.9	3.7	3.6
Incentives are usually good values								
Agree	29.0%	55.2%	57.2%	56.2%	62.4%	57.2%	58.3%	51.0%
Neither agree nor disagree	31.1%	21.9%	26.5%	28.9%	25.2%	29.9%	24.7%	17.2%
Disagree	2.1%	15.6%	8.4%	9.2%	7.6%	10.2%	13.1%	13.2%
Mean value	3.6	3.6	3.8	3.6	3.8	3.7	3.7	3.7

Table IV-5 (Continued)

	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
Incentives reduce the cost of eating out								
Agree	31.7%	56.3%	53.6%	57.9%	58.0%	55.7%	55.5%	43.5%
Neither agree nor disagree	23.6%	28.1%	21.7%	19.4%	24.4%	23.1%	20.8%	20.7%
Disagree	7.5%	8.4%	17.4%	17.8%	12.8%	18.0%	[illegible].5%	17.2%
Mean value	3.7	3.8	3.7	3.7	3.7	3.6	3.5	3.6
Like to see more restaurants offer incentives								
Agree	28.3%	53.1%	52.4%	52.0%	45.6%	45.3%	40.9%	35.3%
Neither agree nor disagree	31.8%	34.4%	31.9%	33.6%	38.4%	35.0%	40.3%	27.8%
Disagree	3.4%	5.2%	8.4%	9.6%	11.2%	16.7%	15.5%	17.2%
Mean value	3.6	3.8	3.8	3.7	3.6	3.5	3.4	3.4
Incentives increase costs of other products								
Agree	25.6%	42.7%	48.2%	48.0%	58.0%	59.5%	51.3%	51.5%
Neither agree nor disagree	30.4%	38.5%	25.9%	21.7%	24.4%	23.5%	24.0%	17.2%
Disagree	6.1%	11.5%	18.0%	25.4%	12.8%	12.9%	21.2%	9.6%
Mean value	3.4	3.5	3.5	3.4	3.7	3.7	3.4	3.8
More incentives should be directed toward adults								
Agree	11.4%	38.6%	41.6%	40.1%	36.8%	48.6%	48.4%	42.9%
Neither agree nor disagree	43.2%	47.9%	41.6%	45.7%	50.0%	41.2%	40.3%	29.8%
Disagree	8.7%	6.2%	9.6%	9.2%	7.6%	6.4%	8.1%	8.5%
Mean value	3.0	3.5	3.6	3.5	3.4	3.7	3.6	3.6

Table IV-5 (Continued)

	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
Like to take advantage of premiums, etc. offered by other stores								
Agree	28.4%	39.6%	41.6%	51.0%	48.0%	47.6%	52.7%	44.4%
Neither agree nor disagree	28.4%	31.2%	27.7%	21.7%	23.6%	21.4%	21.9%	24.2%
Disagree	6.7%	21.9%	22.3%	22.0%	24.4%	27.5%	21.5%	11.2%
Mean value	3.5	3.3	3.4	3.4	3.4	3.3	3.5	3.7
Promotions encourage me to try new restaurants								
Agree	25.7%	34.4%	46.4%	40.4%	41.2%	38.0%	35.6%	31.8%
Neither agree nor disagree	25.7%	28.1%	14.4%	27.0%	25.6%	24.8%	26.8%	20.7%
Disagree	11.4%	30.2%	31.4%	27.6%	28.4%	34.3%	34.0%	26.2%
Mean value	3.2	3.0	3.2	3.2	3.2	3.0	3.0	3.1
Taking advantage of restaurant promotions more often								
Agree	22.3%	44.8%	44.0%	37.1%	38.0%	33.0%	32.8%	29.8%
Neither agree nor disagree	20.3%	25.0%	21.1%	23.0%	20.4%	24.1%	20.5%	13.1%
Disagree	20.9%	22.9%	27.7%	34.6%	36.4%	39.8%	42.4%	36.8%
Mean value	3.0	3.3	3.3	3.0	3.0	2.8	2.7	2.8
Most promotions appeal to children								
Agree	27.7%	33.3%	19.8%	33.5%	27.6%	24.8%	27.9%	26.3%
Neither agree nor disagree	24.3%	28.1%	35.5%	26.0%	26.0%	32.0%	33.2%	23.2%
Disagree	12.8%	34.4%	36.7%	34.9%	42.0%	40.1%	34.3%	30.8%
Mean value	3.3	3.0	2.8	3.0	2.8	2.8	2.9	2.9

Table IV-5 (Continued)

	12 AND UNDER	13-17	18-24	25-34	35-44	45-54	55-64	65 AND OVER
Without promotions I would not be able to eat out as often								
Agree	18.9%	26.0%	30.7%	32.3%	26.8%	25.5%	19.7%	23.2%
Neither agree nor disagree	24.3%	31.2%	21.7%	19.1%	20.4%	24.8%	22.3%	15.2%
Disagree	19.6%	35.4%	40.3%	43.7%	47.6%	46.6%	54.4%	41.4
Mean value	3.0	2.8	2.8	2.8	2.6	2.6	2.4	2.6
Like to see restaurants do away with all promotions								
Agree	2.7%	3.1%	10.8%	6.6%	8.0%	13.6%	14.1%	20.7%
Neither agree nor disagree	24.3%	28.1%	26.5%	28.6%	32.0%	35.0%	35.3%	21.7%
Disagree	37.8%	61.4%	55.5%	59.4%	54.4%	47.9%	46.3%	37.9%
Mean value	2.0	1.8	2.2	2.0	2.1	2.4	2.4	2.6

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

TABLE IV-6

ATTITUDES ABOUT PROMOTIONS BY FREQUENCY OF EATING OUT*

	7 OR MORE TIMES	3 TO 6 TIMES	1 TO 2 TIMES	0 TIMES
I go to restaurants because of the food				
Agree	76.1%	71.6%	72.1%	72.0%
Neither agree nor disagree	14.1%	16.1%	15.2%	17.5%
Disagree	4.9%	7.2%	6.3%	2.7%
Mean value	4.3	4.1	4.2	4.3
Often redeem coupons at grocery stores				
Agree	59.2%	65.9%	66.1%	60.3%
Neither agree nor disagree	13.0%	11.4%	9.6%	13.8%
Disagree	24.4%	16.7%	16.4%	18.2%
Mean value	3.6	3.9	4.0	3.8
Noticed an increase in incentives at restaurants				
Agree	68.5%	57.6%	56.8%	42.8%
Neither agree nor disagree	21.7%	25.3%	27.3%	33.3%
Disagree	6.5%	11.2%	8.4%	15.2%
Mean value	4.0	3.8	3.8	3.4
Incentives are usually good values				
Agree	62.5%	61.8%	56.7%	45.4%
Neither agree nor disagree	24.5%	22.9%	28.6%	32.3%
Disagree	9.2%	9.6%	8.1%	14.5%
Mean value	3.8	3.8	3.7	3.7
Incentives reduce the cost of eating out				
Agree	62.0%	60.8%	55.0%	41.8%
Neither agree nor disagree	17.9%	20.4%	22.1%	31.0%
Disagree	17.4%	13.7%	16.2%	19.5%
Mean value	3.7	3.8	3.6	3.3
Like to see more restaurants offer incentives				
Agree	52.2%	55.1%	44.0%	34.7%
Neither agree nor disagree	30.0%	30.8%	36.5%	41.4%
Disagree	15.2%	8.8%	12.6%	17.2%
Mean value	3.6	3.8	3.5	3.3

Table IV-6 (Continued)

	7 OR MORE TIMES	3 TO 6 TIMES	1 TO 2 TIMES	0 TIMES
Incentives increase costs of other products				
Agree	54.3%	51.2%	50.1%	50.5%
Neither agree nor disagree	18.5%	25.1%	29.1%	25.9%
Disagree	21.7%	18.0%	14.0%	15.5%
Mean value	3.5	3.5	3.6	3.6
More incentives should be directed toward adults				
Agree	47.8%	44.9%	40.0%	33.3%
Neither agree nor disagree	39.1%	40.6%	45.4%	50.5%
Disagree	9.8%	9.4%	7.6%	8.8%
Mean value	3.4	3.6	3.5	3.4
Like to take advantage of premiums, etc. offered by other stores				
Agree	43.5%	49.2%	50.6%	40.1%
Neither agree nor disagree	29.3%	25.3%	22.0%	27.9%
Disagree	23.9%	20.0%	20.5%	24.9%
Mean value	3.3	3.5	3.5	3.2
Promotions encourage me to try new restaurants				
Agree	48.9%	45.5%	34.9%	29.3%
Neither agree nor disagree	20.6%	24.3%	26.3%	27.9%
Disagree	33.2%	24.3%	32.1%	35.4%
Mean value	3.1	3.3	3.0	2.8
Taking advantage of restaurant promotions more often				
Agree	41.8%	45.1%	33.6%	24.2%
Neither agree nor disagree	15.8%	22.4%	21.8%	24.6%
Disagree	39.1%	27.2%	37.5%	42.8%
Mean value	3.0	3.2	2.9	2.6
Most promotions appeal to children				
Agree	28.3%	25.9%	27.1%	37.0%
Neither agree nor disagree	31.5%	27.8%	28.6%	30.3%
Disagree	37.5%	40.6%	37.7%	24.9%
Mean value	2.9	2.8	2.9	3.1

Table IV-6 (Continued)

	7 OR MORE TIMES	3 TO 6 TIMES	1 TO 2 TIMES	0 TIMES
Without promotions I would not be able to eat out as often				
Agree	25.5%	29.8%	28.4%	17.5%
Neither agree nor disagree	23.4%	19.8%	21.3%	29.3%
Disagree	47.8%	45.1%	43.3%	46.1%
Mean value	2.6	2.8	2.7	2.5
Like to see restaurants do away with all promotions				
Agree	9.2%	7.0%	10.7%	14.1%
Neither agree nor disagree	27.2%	26.1%	31.6%	40.7%
Disagree	60.3%	61.6%	50.9%	36.7%
Mean value	2.0	2.0	2.2	2.6

*Frequency of eating out based on number of times respondent had eaten out in the two week period prior to the survey.

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

TABLE IV-7

ATTITUDES ABOUT PROMOTIONS BY HOUSEHOLD INCOME OF RESPONDENTS

	UNDER $10,000	$10,000- $14,999	$15,000- $19,999	$20,000- $24,999	$25,000- $29,999	$30,000- $34,999	$35,000 AND OVER
I go to restaurants because of the food							
Agree	63.9%	67.5%	67.7%	73.5%	72.0%	66.0%	78.0%
Neither agree nor disagree	13.4%	17.1%	16.8%	12.3%	14.4%	18.0%	13.0%
Disagree	6.0%	6.8%	4.3%	9.0%	4.8%	8.0%	3.2%
Mean value	4.2	4.1	4.2	4.2	4.2	4.1	4.4
Often redeem coupons at grocery stores							
Agree	61.8%	62.5%	66.4%	64.4%	64.0%	59.3%	54.8%
Neither agree nor disagree	6.7%	12.5%	10.5%	12.3%	10.4%	16.7%	10.1%
Disagree	13.4%	15.0%	11.8%	15.6%	16.8%	16.7%	27.5%
Mean value	4.0	4.0	4.1	4.0	3.9	3.8	3.5
Noticed an increase in incentives at restaurants							
Agree	46.7%	59.6%	55.3%	55.8%	60.0%	50.7%	49.8%
Neither agree nor disagree	22.3%	23.6%	23.0%	28.2%	25.6%	30.7%	30.4%
Disagree	12.4%	7.2%	10.2%	9.3%	6.4%	9.3%	12.7%
Mean value	3.7	3.8	3.8	3.8	3.9	3.8	3.6
Incentives are usually good values							
Agree	48.0%	61.8%	54.0%	58.1%	53.6%	61.4%	49.8%
Neither agree nor disagree	25.1%	18.2%	25.3%	27.2%	30.4%	22.0%	33.0%
Disagree	8.5%	11.4%	9.6%	8.9%	8.0%	10.0%	11.3%
Mean value	3.7	3.7	3.7	3.7	3.7	3.8	3.6

Table IV-7 (Continued)

	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000 AND OVER
Incentives reduce the cost of eating out							
Agree	50.9%	50.0%	58.8%	54.2%	57.6%	54.7%	46.9%
Neither agree nor disagree	18.7%	26.8%	13.2%	23.3%	20.8%	18.7%	29.6%
Disagree	13.4%	14.6%	17.7%	16.0%	14.4%	18.0%	17.7%
Mean value	3.7	3.6	3.6	3.7	3.8	3.7	3.5
Like to see more restaurants offer incentives							
Agree	47.7%	47.1%	45.7%	45.1%	49.6%	52.0%	32.7%
Neither agree nor disagree	24.7%	34.6%	29.3%	39.2%	36.8%	30.0%	42.9%
Disagree	9.5%	9.3%	14.8%	10.3%	6.4%	10.7%	18.6%
Mean value	3.8	3.7	3.6	3.6	3.8	3.7	3.2
Incentives increase costs of other products							
Agree	41.7%	49.6%	53.6%	53.5%	56.0%	44.7%	52.5%
Neither agree nor disagree	26.1%	24.6%	22.0%	24.6%	20.8%	22.7%	24.6%
Disagree	13.4%	16.4%	13.5%	14.3%	16.0%	26.0%	16.8%
Mean value	3.5	3.6	3.6	3.6	3.6	3.3	3.5
More incentives should be directed toward adults							
Agree	35.0%	35.0%	42.4%	45.8%	44.8%	42.7%	38.9%
Neither agree nor disagree	41.3%	46.4%	40.5%	41.2%	43.2%	40.7%	41.7%
Disagree	6.4%	9.6%	6.2%	6.7%	4.8%	9.4%	13.1%
Mean value	3.6	3.4	3.6	3.6	3.7	3.6	3.4

Table IV-7 (Continued)

	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000 AND OVER
Like to take advantage of premiums, etc. offered by other stores							
Agree	46.3%	49.3%	49.4%	46.5%	46.4%	37.4%	44.3%
Neither agree nor disagree	18.0%	26.4%	18.4%	27.9%	22.4%	25.3%	27.8%
Disagree	18.0%	14.6%	21.0%	20.2%	24.0%	30.0%	22.0%
Mean value	3.6	3.6	3.4	3.4	3.4	3.2	3.4
Promotions encourage me to try new restaurants							
Agree	37.8%	39.3%	42.4%	35.3%	41.6%	44.0%	27.3%
Neither agree nor disagree	21.6%	23.9%	23.0%	29.6%	32.0%	18.0%	23.5%
Disagree	22.6%	27.9%	23.4%	28.6%	18.4%	30.6%	43.5%
Mean value	3.2	3.2	3.3	3.1	3.3	3.2	2.7
Taking advantage of restaurant promotions more often							
Agree	34.7%	35.7%	38.8%	39.5%	38.4%	34.0%	24.4%
Neither agree nor disagree	18.4%	26.1%	16.2%	22.6%	23.2%	22.7%	20.6%
Disagree	29.0%	29.6%	33.5%	31.6%	31.2%	34.0%	49.2%
Mean value	3.1	3.1	3.1	3.0	3.1	2.9	2.5
Most promotions appeal to children							
Agree	25.4%	25.7%	29.6%	31.5%	25.6%	28.7%	25.3%
Neither agree nor disagree	24.0%	30.7%	20.7%	24.9%	33.6%	30.0%	33.8%
Disagree	33.2%	35.0%	37.5%	37.2%	32.8%	34.0%	30.1%
Mean value	2.8	2.9	3.0	2.9	3.0	2.9	3.0

Table IV-7 (Continued)

	UNDER $10,000	$10,000-$14,999	$15,000-$19,999	$20,000-$24,999	$25,000-$29,999	$30,000-$34,999	$35,000 AND OVER
Without promotions I would not be able to eat out as often							
Agree	27.9%	33.9%	30.0%	25.3%	26.4%	23.3%	12.5%
Neither agree nor disagree	22.3%	21.8%	19.1%	23.3%	28.0%	26.0%	19.1%
Disagree	32.1%	35.4%	40.5%	44.8%	38.4%	42.6%	62.0%
Mean value	2.9	3.0	2.8	2.7	2.8	2.7	2.0
Like to see restaurants do away with all promotions							
Agree	8.5%	8.3%	12.5%	9.0%	8.0%	12.7%	14.7%
Neither agree nor disagree	25.8%	27.1%	22.7%	30.2%	36.8%	33.3%	39.1%
Disagree	47.1%	55.3%	53.2%	54.9%	48.0%	46.0%	40.5%
Mean value	2.1	2.1	2.2	2.1	2.3	2.4	2.5

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

TABLE IV-8

ATTITUDES ABOUT PROMOTIONS BY HOUSEHOLD SIZE OF RESPONDENT

	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
I go to restaurants because of the food					
Agree	72.1%	73.5%	68.8%	69.7%	65.4%
Neither agree nor disagree	12.3%	12.0%	13.2%	20.3%	17.0%
Disagree	3.8%	6.1%	6.3%	4.4%	7.6%
Mean value	4.2	4.3	4.2	4.2	4.0
Often redeem coupons at grocery stores					
Agree	61.0%	64.3%	55.5%	60.8%	60.2%
Neither agree nor disagree	7.1%	8.9%	12.2%	13.3%	12.1%
Disagree	21.4%	13.2%	19.4%	18.6%	16.3%
Mean value	3.8	4.1	3.7	3.8	3.9
Noticed an increase in incentives at restaurants					
Agree	46.8%	54.5%	47.3%	56.4%	61.2%
Neither agree nor disagree	29.9%	23.9%	29.3%	28.3%	20.8%
Disagree	11.7%	12.2%	10.2%	8.6%	6.9%
Mean value	3.6	3.7	3.6	3.8	4.0
Incentives are usually good values					
Agree	52.0%	55.6%	49.9%	52.8%	64.4%
Neither agree nor disagree	24.7%	23.9%	33.3%	28.3%	17.3%
Disagree	11.7%	12.6%	5.1%	11.7%	8.3%
Mean value	3.7	3.6	3.7	3.6	3.9

Table IV-8 (Continued)

	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
Incentives reduce the cost of eating out					
Agree	50.7%	51.9%	50.2%	55.3%	55.7%
Neither agree nor disagree	22.7%	21.7%	24.5%	22.2%	18.3%
Disagree	14.9%	18.6%	13.6%	16.4%	14.9%
Mean value	3.6	3.6	3.7	3.6	3.8
Like to see more restaurants offer incentives					
Agree	47.4%	51.1%	40.9%	46.9%	51.5%
Neither agree nor disagree	24.0%	34.4%	37.4%	38.6%	29.4%
Disagree	15.5%	16.8%	9.9%	8.6%	9.0%
Mean value	3.7	3.4	3.5	3.7	3.8
Incentives increase costs of other products					
Agree	40.9%	51.3%	50.2%	52.7%	50.6%
Neither agree nor disagree	24.7%	22.3%	24.2%	24.7%	25.6%
Disagree	21.4%	17.6%	13.6%	15.3%	14.2%
Mean value	3.4	3.5	3.6	3.6	3.6
More incentives should be directed toward adults					
Agree	45.5%	42.5%	36.9%	43.4%	33.5%
Neither agree nor disagree	29.9%	40.6%	44.8%	45.6%	43.3%
Disagree	11.0%	9.3%	6.2%	5.2%	12.1%
Mean value	3.7	3.5	3.5	3.7	3.4

Table IV-8 (Continued)

	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
Like to take advantage of premiums, etc. offered by other stores					
Agree	46.1%	48.4%	42.9%	47.2%	45.6%
Neither agree nor disagree	17.5%	25.5%	22.6%	25.0%	24.6%
Disagree	24.0%	18.2%	21.7%	21.4%	20.7%
Mean value	3.4	3.5	3.4	3.4	3.4
Promotions encourage me to try new restaurants					
Agree	35.7%	36.2%	35.1%	35.5%	44.7%
Neither agree nor disagree	23.4%	22.6%	26.8%	25.8%	22.5%
Disagree	27.9%	33.0%	26.4%	32.2%	21.8%
Mean value	3.2	3.0	3.1	3.0	3.3
Taking advantage of restaurant promotions more often					
Agree	35.7%	31.1%	31.4%	37.5%	41.5%
Neither agree nor disagree	20.1%	17.9%	24.5%	22.2%	20.8%
Disagree	31.8%	42.4%	31.8%	35.5%	26.7%
Mean value	3.0	2.7	2.9	3.0	3.3
Most promotions appeal to children					
Agree	22.1%	25.2%	32.1%	27.5%	27.7%
Neither agree nor disagree	26.0%	29.9%	30.9%	29.7%	23.2%
Disagree	38.9%	36.2%	24.9%	37.2%	38.7%
Mean value	2.7	2.8	3.2	2.9	2.8

Table IV-8 (Continued)

	ONE MEMBER	TWO MEMBERS	THREE MEMBERS	FOUR MEMBERS	FIVE OR MORE MEMBERS
Without promotions I would not be able to eat out as often					
Agree	20.1%	20.3%	24.5%	25.3%	38.7%
Neither agree nor disagree	20.1%	18.8%	22.4%	28.6%	19.7%
Disagree	47.4%	52.9%	40.9%	40.0%	30.5%
Mean value	2.5	2.4	2.7	2.7	3.2
Like to see restaurants do away with all promotions					
Agree	9.7%	14.3%	8.1%	11.4%	7.2%
Neither agree nor disagree	25.3%	32.4%	33.5%	30.3%	23.5%
Disagree	51.9%	44.7%	46.2%	52.7%	58.4%
Mean value	2.1	2.4	2.2	2.2	2.0

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

TABLE IV-9

ATTITUDES ABOUT PROMOTIONS BY HOUSEHOLD LIFESTAGE OF RESPONDENT

	SINGLE	MARRIED COUPLE/NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNTEST CHILD OVER 18
I go to restaurants because of the food				
Agree	72.3%	73.0%	63.4%	78.8%
Neither agree nor disagree	12.7%	12.0%	16.8%	13.6%
Disagree	4.2%	5.3%	7.4%	2.3%
Mean value	4.2	4.3	4.1	4.4
Often redeem coupons at grocery stores				
Agree	60.3%	68.8%	59.1%	60.2%
Neither agree nor disagree	8.4%	7.6%	12.0%	13.6%
Disagree	21.7%	12.8%	15.9%	20.8%
Mean value	3.7	4.1	3.9	3.7
Noticed an increase in incentives at restaurants				
Agree	47.0%	55.0%	51.2%	50.7%
Neither agree nor disagree	30.7%	23.3%	29.1%	28.5%
Disagree	11.4%	11.0%	7.3%	13.6%
Mean value	3.6	3.7	3.8	3.6
Incentives are usually good values				
Agree	54.2%	55.2%	52.0%	52.9%
Neither agree nor disagree	23.5%	22.9%	30.5%	32.6%
Disagree	11.4%	12.6%	5.3%	8.6%
Mean value	3.7	3.6	3.7	3.6
Incentives reduce the cost of eating out				
Agree	51.8%	50.4%	49.7%	55.2%
Neither agree nor disagree	22.9%	20.3%	23.8%	23.5%
Disagree	14.4%	20.4%	14.6%	15.9%
Mean value	3.7	3.5	3.7	3.7

Table IV-9 (Continued)

	SINGLE	MARRIED COUPLE/NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNGEST CHILD OVER 18
Like to see more restaurants offer incentives				
Agree	49.4%	39.4%	45.4%	39.8%
Neither agree nor disagree	24.1%	34.1%	35.3%	42.5%
Disagree	14.4%	17.6%	7.8%	12.2%
Mean value	3.7	3.4	3.7	3.5
Incentives increase costs of other products				
Agree	44.6%	50.0%	45.5%	55.6%
Neither agree nor disagree	22.9%	21.5%	25.9%	25.3%
Disagree	20.5%	18.2%	16.8%	13.1%
Mean value	3.4	3.5	3.5	3.6
More incentives should be directed toward adults				
Agree	44.6%	43.4%	34.4%	45.7%
Neither agree nor disagree	32.5%	37.8%	47.4%	45.2%
Disagree	10.2%	9.9%	6.3%	3.6%
Mean value	3.6	3.5	3.5	3.7
Like to take advantage of premiums, etc. offered by other stores				
Agree	45.2%	46.9%	44.8%	45.7%
Neither agree nor disagree	19.3%	25.0%	23.8%	26.2%
Disagree	24.0%	18.6%	19.8%	21.7%
Mean value	3.4	3.5	3.4	3.4
Promotions encourage me to try new restaurants				
Agree	37.3%	35.5%	36.1%	33.9%
Neither agree nor disagree	21.7%	22.1%	25.7%	28.5%
Disagree	29.0%	32.7%	26.5%	31.7%
Mean value	3.2	3.0	3.1	3.0
Taking advantage of restaurant promotions more often				
Agree	37.4%	31.0%	36.0%	28.5%
Neither agree nor disagree	19.3%	16.5%	23.8%	28.1%
Disagree	31.9%	42.4%	28.4%	38.0%
Mean value	3.1	2.7	3.1	2.8

Table IV-9 (Continued)

	SINGLE	MARRIED COUPLE/NO CHILDREN	YOUNGEST CHILD UNDER 18	YOUNGEST CHILD OVER 18
Most promotions appeal to children				
Agree	21.1%	24.4%	31.2%	22.1%
Neither agree nor disagree	25.3%	29.1%	26.8%	40.7%
Disagree	41.6%	36.4%	30.7%	31.3%
Mean value	2.6	2.8	3.1	2.9
Without promotions I would not be able to eat out as often				
Agree	21.1%	20.9%	29.1%	18.1%
Neither agree nor disagree	19.3%	17.2%	21.9%	32.6%
Disagree	48.2%	52.3%	37.0%	43.9%
Mean value	2.5	2.4	2.8	2.6
Like to see restaurants do away with all promotions				
Agree	9.0%	15.5%	6.3%	15.4%
Neither agree nor disagree	24.7%	30.4%	27.9%	36.2%
Disagree	54.2%	44.0%	54.3%	43.0%
Mean value	2.1	2.5	2.0	2.5

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

TABLE IV-10

ATTITUDES ABOUT PROMOTIONS BY FEMALE HEAD EMPLOYMENT

	EMPLOYED	NOT EMPLOYED
I go to restaurants because of the food		
Agree	68.4%	71.4%
Neither agree nor disagree	17.1%	12.8%
Disagree	6.1%	5.7%
Mean value	4.1	4.3
Often redeem coupons at grocery stores		
Agree	61.7%	62.6%
Neither agree nor disagree	11.3%	10.8%
Disagree	16.8%	15.3%
Mean value	3.9	4.0
Noticed an increase in incentives at restaurants		
Agree	54.2%	54.6%
Neither agree nor disagree	25.7%	25.4%
Disagree	9.8%	9.0%
Mean value	3.8	3.8
Incentives are usually good values		
Agree	54.8%	54.4%
Neither agree nor disagree	25.8%	25.9%
Disagree	10.1%	9.5%
Mean value	3.7	3.7
Incentives reduce the cost of eating out		
Agree	56.0%	49.1%
Neither agree nor disagree	20.6%	23.1%
Disagree	14.4%	17.7%
Mean value	3.7	3.6
Like to see more restaurants offer incentives		
Agree	45.9%	42.2%
Neither agree nor disagree	34.7%	34.5%
Disagree	10.7%	13.2%
Mean value	3.6	3.5

Table IV-10 (Continued)

	EMPLOYED	NOT EMPLOYED
Incentives increase costs of other products		
Agree	50.0%	50.7%
Neither agree nor disagree	24.4%	23.8%
Disagree	16.0%	15.0%
Mean value	3.6	3.6
More incentives should be directed toward adults		
Agree	41.2%	38.9%
Neither agree nor disagree	41.7%	42.5%
Disagree	7.7%	8.8%
Mean value	3.6	3.5
Like to take advantage of premiums, etc. offered by other stores		
Agree	48.8%	44.3%
Neither agree nor disagree	22.8%	25.1%
Disagree	19.2%	20.6%
Mean value	3.5	3.4
Promotions encourage me to try new restaurants		
Agree	38.8%	35.4%
Neither agree nor disagree	24.4%	23.8%
Disagree	27.6%	30.2%
Mean value	3.1	3.0
Taking advantage of restaurant promotions more often		
Agree	37.8%	31.6%
Neither agree nor disagree	21.3%	20.2%
Disagree	31.6%	37.7%
Mean value	3.0	2.8
Most promotions appeal to children		
Agree	29.0%	26.2%
Neither agree nor disagree	27.6%	30.0%
Disagree	34.7%	33.3%
Mean value	3.0	2.9

Table IV-10 (Continued)

	EMPLOYED	NOT EMPLOYED
Without promotions I would not be able to eat out as often		
Agree	26.0%	25.4%
Neither agree nor disagree	21.4%	22.6%
Disagree	43.2%	41.9%
Mean value	2.7	2.7
Like to see restaurants do away with all promotions		
Agree	8.8%	12.3%
Neither agree nor disagree	32.0%	28.4%
Disagree	49.9%	49.3%
Mean value	2.2	2.3

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

TABLE IV-11

ATTITUDES ABOUT PROMOTIONS BY REGION OF RESIDENCE OF RESPONDENT

	NORTH-EAST	MIDWEST	SOUTH	WEST
I go to restaurants because of the food				
Agree	72.1%	64.4%	71.7%	73.7%
Neither agree nor disagree	12.1%	19.0%	11.2%	11.3%
Disagree	5.9%	7.4%	3.1%	6.0%
Mean value	4.2	4.1	4.3	4.2
Often redeem coupons at grocery stores				
Agree	63.6%	65.5%	59.9%	56.0%
Neither agree nor disagree	11.5%	7.6%	12.5%	12.7%
Disagree	13.8%	16.2%	18.1%	21.7%
Mean value	4.0	4.0	3.8	3.6
Noticed an increase in incentives at restaurants				
Agree	55.1%	56.2%	55.3%	44.0%
Neither agree nor disagree	24.1%	23.2%	26.2%	33.3%
Disagree	9.3%	10.1%	8.7%	13.7%
Mean value	3.8	3.8	3.8	3.5
Incentives are usually good values				
Agree	56.9%	52.4%	56.1%	52.7%
Neither agree nor disagree	25.7%	25.9%	25.4%	28.0%
Disagree	7.7%	11.6%	9.6%	11.0%
Mean value	3.7	3.6	3.7	3.6
Incentives reduce the cost of eating out				
Agree	51.4%	54.7%	53.0%	51.0%
Neither agree nor disagree	24.3%	20.0%	21.0%	23.3%
Disagree	14.0%	16.0%	11.9%	17.0%
Mean value	3.7	3.6	3.6	3.6

Table IV-11 (Continued)

	NORTH-EAST	MIDWEST	SOUTH	WEST
Like to see more restaurants offer incentives				
Agree	44.5%	43.6%	46.8%	41.7%
Neither agree nor disagree	36.8%	31.2%	33.5%	36.3%
Disagree	9.1%	15.6%	11.2%	13.3%
Mean value	3.7	3.5	3.6	3.4
Incentives increase costs of other products				
Agree	49.4%	47.6%	53.8%	50.0%
Neither agree nor disagree	23.3%	25.7%	23.1%	24.0%
Disagree	16.8%	16.4%	14.1%	17.0%
Mean value	3.5	3.5	3.6	3.6
More incentives should be directed toward adults				
Agree	40.9%	37.0%	44.3%	36.7%
Neither agree nor disagree	39.5%	43.8%	40.5%	46.7%
Disagree	9.3%	9.5%	6.6%	8.0%
Mean value	3.5	3.4	3.7	3.5
Like to take advantage of premiums, etc. offered by other stores				
Agree	47.8%	44.2%	52.2%	36.3%
Neither agree nor disagree	24.7%	20.2%	22.4%	31.0%
Disagree	17.0%	26.1%	17.1%	23.7%
Mean value	3.5	3.3	3.6	3.2
Promotions encourage me to try new restaurants				
Agree	36.6%	35.2%	39.7%	36.7%
Neither agree nor disagree	23.1%	27.8%	21.2%	26.3%
Disagree	29.6%	26.7%	30.8%	28.3%
Mean value	3.1	3.1	3.1	3.1

Table IV-11 (Continued)

	NORTH-EAST	MIDWEST	SOUTH	WEST
Taking advantage of restaurant promotions more often				
Agree	35.2%	35.8%	35.6%	30.3%
Neither agree nor disagree	18.8%	20.6%	23.1%	21.7%
Disagree	34.8%	33.9%	32.9%	39.3%
Mean value	3.0	2.9	3.0	2.7
Most promotions appeal to children				
Agree	29.8%	23.2%	27.0%	31.3%
Neither agree nor disagree	26.3%	31.2%	29.7%	27.0%
Disagree	33.0%	36.0%	34.7%	33.3%
Mean value	2.9	2.9	2.9	3.0
Without promotions I would not be able to eat out as often				
Agree	23.9%	26.3%	26.2%	24.3%
Neither agree nor disagree	20.6%	23.6%	24.1%	17.7%
Disagree	44.7%	40.4%	41.0%	49.3%
Mean value	2.6	2.7	2.7	2.5
Like to see restaurants do away with all promotions				
Agree	9.3%	14.9%	9.2%	9.0%
Neither agree nor disagree	32.6%	28.0%	29.9%	30.3%
Disagree	47.2%	47.8%	51.8%	52.3%
Mean value	2.2	2.4	2.2	2.2

MEAN VALUE: 5 = strongly agree; 1 = strongly disagree.

HOW THE STUDY WAS CONDUCTED

The National Restaurant Association conducted this consumer attitude and behavior study in two phases, and in each phase the field and processing work were conducted by National Family Opinion, Inc. of Toledo, Ohio. Both phases used a mail questionnaire that requested information from individual household members.

PHASE ONE

During the months of April and May, 1981, a short questionnaire was mailed to 10,000 households who participate in NFO's consumer mail panel. National Family Opinion's panel consists of families and singles who have been selected to conform to the latest available U.S. Census data for the nine geographical divisions and within each division by population density, age of homemaker, annual income and household size. Readers can refer to Table B for a detailed comparison of the characteristics of households which completed the questionnaire with those of the total sample.

The short questionnaire which each panel household received was to be completed by the five oldest members of the household. A copy of this survey can be found in the appendix. Each respondent was asked how many times he or she had eaten at a restaurant or fast food place or eaten food ordered from a take out restaurant in the past two weeks and when was the last time each had personally used a restaurant promotion when dining out. The purpose of this screening phase was to develop a sample for completing a more detailed questionnaire which would include:

1. People who had eaten out in the past two weeks and who had used a restaurant promotion.
2. People who had eaten out in the past two weeks but had never used a restaurant promotion.

Of the 10,000 questionnaires mailed to NFO panel members, 6,147 were returned, and data were obtained on 13,466 adults and children age 8 and older. Over 80 percent of the respondents reported that they had eaten out at least once in the past two weeks. (Refer to Table C.) In addition, 68 percent stated that they had personally used a restaurant promotion in the past year, and 32 percent said they had never used a promotion. (Refer to Table D.)

PHASE TWO

During the months of May and June, 1981, a three-page questionnaire was mailed to 1,000 households. These households were selected based on the screening questionnaire described in Phase One. Of the total questionnaires mailed, 782 were returned, and data were obtained on 1,788 adults and children. (As with Phase One, each household member was requested to answer all questions.)

A comparison of selected demographic characteristics of households returning the questionnaire with those included in the sample can be found in Table E, and a copy of the questionnaire used in this phase can be found in the appendix of this report.

TABLE B

COMPARISON OF CHARACTERISTICS OF THOSE COMPLETING SCREENING QUESTIONNAIRE WITH THOSE OF SMAPLE

CHARACTERISTIC	RESPONDENTS TO SCREENING QUESTIONNAIRE	TOTAL SAMPLE
REGION		
New England	5.7%	5.9%
Middle Atlantic	17.4%	16.6%
East North Central	20.0%	18.8%
West North Central	8.6%	8.0%
South Atlantic	15.7%	16.2%
East South Central	5.4%	5.9%
West South Central	9.4%	10.2%
Mountain	4.4%	4.4%
Pacific	13.4%	13.9%
INCOME		
Under $10,000	28.8%	29.8%
$10,000 - $14,000	17.0%	16.2%
$15,000 - $19,999	15.1%	14.5%
$20,000 - $24,999	14.2%	13.6%
$25,000 and over	24.9%	25.9%
FAMILY SIZE		
One member	23.6%	24.2%
Two members	32.3%	30.0%
Three members	17.0%	17.0%
Four members	15.4%	15.7%
Five or more members	11.7%	13.1%
HOMEMAKER AGE		
Under 30 years	15.7%	16.6%
30 - 39 years	17.2%	17.6%
4[illegible]9 years	12.7%	13.4%
50 - 59 years	14.1%	13.1%
60 years and over	14.5%	12.7%

TABLE C

RESTAURANT USAGE IN PAST TWO WEEKS

	PERCENT OF		
FREQUENCY OF EATING OUT	TOTAL RESPONDENTS	TOTAL MALES	TOTAL FEMALES
1 or 2 times	33.3%	31.8%	35.0%
3 to 10 times	41.0%	41.2%	41.0%
11 or more times	5.8%	7.9%	3.8%
None	19.9%	19.1%	20.2%

TABLE D

RESTAURANT PROMOTION USAGE

	PERCENT OF		
WHEN USED LAST	TOTAL RESPONDENTS	TOTAL MALES	TOTAL FEMALES
Past 2 weeks	28.0%	27.2%	28.5%
3 to 4 weeks ago	12.2%	12.3%	12.3%
1 to 6 months ago	15.7%	15.9%	15.7%
Over 6 months ago	12.6%	12.7%	12.6%
Never	31.6%	31.8%	30.9%

TABLE E

COMPARISON OF HOUSEHOLD CHARACTERISTICS OF RESPONDENTS COMPLETING QUESTIONNAIRE WITH THOSE OF TOTAL SAMPLE

CHARACTERISTIC	RESPONDENTS TO QUESTIONNAIRE	TOTAL SAMPLE
REGION		
New England	7.7%	6.7%
Middle Atlantic	19.6%	19.3%
East North Central	17.9%	18.6%
West North Central	8.1%	8.3%
South Atlantic	15.1%	14.6%
East South Central	4.7%	5.4%
West South Central	9.0%	9.3%
Mountain	4.2%	4.3%
Pacific	13.8%	13.5%
INCOME		
Under $10,000	20.1%	19.9%
$10,000 to $14,999	15.6%	15.5%
$15,000 to $19,999	15.6%	15.4%
$20,000 to $24,999	15.2%	14.8%
$25,000 and Over	33.5%	34.4%
FAMILY SIZE		
One member	15.9%	15.1%
Two members	34.5%	33.3%
Three members	20.7%	19.7%
Four members	16.1%	17.5%
Five or more members	12.8%	14.4%
HOMEMAKER AGE		
Under 30 years	13.9%	15.7%
30 - 39 years	17.0%	17.8%
40 - 49 years	18.9%	18.5%
50 - 59 years	17.8%	17.0%
60 years and over	14.1%	13.7%

APPENDIX

ANSWER THIS SIDE FIRST

11187

PLEASE COMPLETE A COLUMN FOR 5 OLDEST FAMILY MEMBERS AGE 8 OR OVER WHO ARE LIVING AT HOME

1. Indicate the AGE & SEX of each family member. AGE:	___	___	___	___	___
SEX: Male:	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐
Female:	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐
2. In the past 2 weeks, how many times have you eaten at a restaurant or fast-food place or eaten food ordered from a take out restaurant? (WRITE IN NUMBER OF TIMES, OR "0".).....	___	___	___	___	___
3. The following question is about incentives restaurants use to attract customers, such as: -Cents-Off Coupons -2 For 1 Deals -All You Can Eat Specials -Premiums - (Such As Free Glass With Drink) -Games - Offering Prizes To Winners -Senior Citizen Discounts When was the last time each individual used an incentive when eating out?					
IN PAST 2 WEEKS...	1 ☐	1 ☐	1 ☐	1 ☐	1 ☐
3-4 WEEKS AGO.....	2 ☐	2 ☐	2 ☐	2 ☐	2 ☐
1-6 MONTHS AGO....	3 ☐	3 ☐	3 ☐	3 ☐	3 ☐
OVER 6 MONTHS AGO.	4 ☐	4 ☐	4 ☐	4 ☐	4 ☐
NEVER............	5 ☐	5 ☐	5 ☐	5 ☐	5 ☐

''MARKET RESEARCH THROUGH REPRESENTATIVE HOUSEHOLDS''

National Family Opinion, Inc.

POST OFFICE BOX 474
TOLEDO, OHIO 43654

11189

Dear NFO Member,

My questionnaire today is about the incentives/promotions that restaurants and fast-food places offer, such as:

REDUCED PRICES (Cents-off Coupons; Early Bird Specials)
INCREASED PORTIONS (2 for 1 Deals; All You Can Eat)
PREMIUMS (Such as Free Glass with Drink)
GAMES (Offering Prizes to Winners)
OTHER (Senior Citizen Discounts; Birthday Clubs)

First of all, I am interested in knowing if you have read about or heard of any incentives/promotions offered by restaurants or fast-food places in the past two weeks. If so, please tell me what type of incentive this was, how often you personally take advantage of any type of incentive, etc.

Continuing with the questionnaire, we would like to find out some information about the incentive/promotion you have used most recently when eating out or ordering food to take out.

Then, I would like to know your level of agreement or disagreement with each of the statements I have listed using the scale provided.

Most of my questions can be easily answered with a check mark. In the questions where I've asked you to write in your answers, please be as specific as possible.

When you have completed the questionnaire, please return it to me in the enclosed postage-paid envelope.

Thank you so much for your help and cooperation!

Sincerely,

Carol

Carol Adams

		FAMILY MEMBER #1	FAMILY MEMBER #2	FAMILY MEMBER #3
Please write in the AGE and indicate the SEX of the three oldest family members living at home		AGE: ____ SEX: 1☐ M 2☐ F	AGE: ____ SEX: 1☐ M 2☐ F	AGE: ____ SEX: 1☐ M 2☐ F
1. In the past two weeks, how many times have you eaten at a restaurant or fast-food place or eaten food ordered from a take-out restaurant? (If "NONE", write in "0")		# ________	# ________	# ________
2. a. In the past two weeks, have you read about or heard of any incentives or promotions offered by restaurants or fast-food places?		1☐ YES - (CONTINUE) 2☐ NO - (SKIP TO QU. 3a)	1☐ YES - (CONTINUE) 2☐ NO - (SKIP TO QU. 3a)	1☐ YES - (CONTINUE) 2☐ NO - (SKIP TO QU. 3a)
b. Thinking about the most recent incentive or promotion you heard of, what type of an incentive was this? Did it involve . . .	Increased portions; extra food and/or beverage	1☐	1☐	1☐
	Reduced prices	2☐	2☐	2☐
	Non-food merchandise; premiums	3☐	3☐	3☐
	Games offering food or prizes to the winners	4☐	4☐	4☐
	Other (specify)			
3. a. How often do you personally take advantage of any type of incentive or promotion offered by restaurants or fast-food places when you eat out or when you order food from a take-out?	4 or more times a month	1☐ → (CONTINUE)	1☐ → (CONTINUE)	1☐ → (CONTINUE)
	2 or 3 times a month	2☐	2☐	2☐
	Once a month	3☐	3☐	3☐
	Once every other month	4☐	4☐	4☐
	Once every 6 months	5☐	5☐	5☐
	Once a year	6☐	6☐	6☐
	NEVER	7☐ → (SKIP TO QU. 4)	7☐ → (SKIP TO QU. 4)	7☐ → (SKIP TO QU. 4)

HOW OFTEN DO YOU PERSONALLY TAKE ADVANTAGE OF AN INCENTIVE OR PROMOTION OFFERED BY RESTAURANTS OR FAST-FOOD PLACES WHEN YOU EAT OUT OR WHEN YOU ORDER FOOD FROM A TAKE-OUT . . .

	4 or more times a month	2 or 3 times a month	Once a month	Once every other month	Once every 6 months	Once a year	Never	4 or more times a month	2 or 3 times a month	Once a month	Once every other month	Once every 6 months	Once a year	Never	4 or more times a month	2 or 3 times a month	Once a month	Once every other month	Once every 6 months	Once a year	Never
b. Which involves increased portions or extra food and/or beverage?	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
c. Which involves a price reduction such as a coupon or early bird special?	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
d. Which involves non-food merchandise or a premium such as a free glass with purchase of a drink?	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐
e. Which involves a game offering food, gifts or cash to the winners?	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐	1☐	2☐	3☐	4☐	5☐	6☐	7☐

4. Please indicate how likely you are to use each of the following types of incentives or promotions when eating out or when ordering food to take out by using the following scale:

1 = Very Likely
2 = Somewhat Likely
3 = Neither Likely Nor Unlikely
4 = Somewhat Unlikely
5 = Very Unlikely

	FAMILY MEMBER #1	FAMILY MEMBER #2	FAMILY MEMBER #3
Cents-off coupons	____	____	____
Premiums or non-food merchandise	____	____	____
Two-for-one specials	____	____	____
All-you-can eat specials	____	____	____
Early bird specials	____	____	____
Games and sweepstakes	____	____	____
Special events in restaurants	____	____	____
Complete meal specials	____	____	____

	Introductory menu item promotions.....	______	______	______
	Senior citizen discounts............	______	______	______
	Price reductions for mid-week dining..	______	______	______
5. When was the last time you personally used an incentive or promotion offered by a restaurant or fast-food place?	In the past 2 weeks..............	1☐ → (CONTINUE)	1☐ → (CONTINUE)	1☐ → (CONTINUE)
	3 to 4 weeks ago..................	2☐	2☐	2☐
	1 to 2 months ago................	3☐	3☐	3☐
	3 to 6 months ago................	4☐	4☐	4☐
	7 to 12 months ago...............	5☐	5☐	5☐
	Over 1 year ago..................	6☐	6☐	6☐
	NEVER............................	7☐ → (SKIP TO QU. 7)	7☐ → (SKIP TO QU. 7)	7☐ → (SKIP TO QU. 7)

We would like to find out some information about the incentive or promotion you have used most recently when eating out or ordering food to take out.

6. a. What type of an incentive or promotion did you take advantage of? Did it involve . . .	Increased portions; extra food and/or beverage...	1 ☐	1 ☐	1 ☐
	Reduced prices..........................	2 ☐	2 ☐	2 ☐
	Non-food merchandise; premiums...........	3 ☐	3 ☐	3 ☐
	Games offering food or prizes to the winners....	4 ☐	4 ☐	4 ☐
	Other (specify).........................	______	______	______
b. How would you describe the restaurant where you took advantage of the incentive or promotion?	Fast-food/take-out......................	1 ☐	1 ☐	1 ☐
	Family restaurant/coffee shop............	2 ☐	2 ☐	2 ☐
	Cafeteria...............................	3 ☐	3 ☐	3 ☐
	Fine dining/atmosphere restaurant.........	4 ☐	4 ☐	4 ☐
c. For which meal occasion did you use this incentive or promotion?	Breakfast...............................	1 ☐	1 ☐	1 ☐
	Lunch...................................	2 ☐	2 ☐	2 ☐
	Dinner..................................	3 ☐	3 ☐	3 ☐
	Snack...................................	4 ☐	4 ☐	4 ☐
d. Was the incentive offer or promotion used on the weekend (Friday evening, Saturday, Sunday), or on a weekday?........		1 ☐ Weekend 2 ☐ Weekday	1 ☐ Weekend 2 ☐ Weekday	1 ☐ Weekend 2 ☐ Weekday
e. How did you learn about this particular incentive or promotion? (CHECK ONE BOX)	Newspaper ad............................	01 ☐	01 ☐	01 ☐
	Advertising left at door................	02 ☐	02 ☐	02 ☐
	Advertisement mailed to home.............	03 ☐	03 ☐	03 ☐
	Billboard, outdoor ad....................	04 ☐	04 ☐	04 ☐
	Radio...................................	05 ☐	05 ☐	05 ☐
	Television..............................	06 ☐	06 ☐	06 ☐
	In-restaurant sign or display............	07 ☐	07 ☐	07 ☐
	Notice on menu..........................	08 ☐	08 ☐	08 ☐
	From other family members................	09 ☐	09 ☐	09 ☐
	From friends............................	10 ☐	10 ☐	10 ☐
	Other (specify).........................	______	______	______

(PLEASE CONTINUE ON NEXT PAGE) →

Please continue to answer for the three oldest family members in the same order as on the preceding page!

	FAMILY MEMBER #1	FAMILY MEMBER #2	FAMILY MEMBER #3
6. (CONTINUED)	AGE: _____ SEX: 1☐ M 2☐ F	AGE: _____ SEX: 1☐ M 2☐ F	AGE: _____ SEX: 1☐ M 2☐ F
f. Were you aware of this incentive/promotion before you went to the restaurant?............	1☐ YES 2☐ NO	1☐ YES 2☐ NO	1☐ YES 2☐ NO
g. Had you been to this particular restaurant before the incentive/promotion was offered?....	1☐ YES 2☐ NO	1☐ YES 2☐ NO	1☐ YES 2☐ NO
h. Have you been to this restaurant since the incentive/promotion was offered? YES.....	1☐ -(SKIP TO QU. 6j)	1☐ -(SKIP TO QU. 6j)	1☐ -(SKIP TO QU. 6j)
NO......	2☐ -(CONTINUE)	2☐ -(CONTINUE)	2☐ -(CONTINUE)
i. Do you plan to go back?........................	1☐ YES 2☐ NO	1☐ YES 2☐ NO	1☐ YES 2☐ NO
j. Have you taken advantage of any other incentives/promotions offered by this restaurant? YES.....	1☐ → (SKIP TO QU. 8)	1☐ → (SKIP TO QU. 8)	1☐ → (SKIP TO QU. 8)
NO......	2☐	2☐	2☐
7. Why have you never used a restaurant incentive/promotion?			
Never go to restaurants which offer incentives.....	1☐	1☐	1☐
Do not like to use incentives......................	2☐	2☐	2☐
Not aware of when incentives are offered...........	3☐	3☐	3☐
Forget to take advantage of incentives.............	4☐	4☐	4☐

8. Please indicate your level of agreement or disagreement with each statement using the following scale:

1 = Agree Very Much
2 = Agree Somewhat
3 = Neither Agree Nor Disagree
4 = Disagree Somewhat
5 = Disagree Very Much

	FAMILY MEMBER #1	FAMILY MEMBER #2	FAMILY MEMBER #3
a. I like to take advantage of special gift offers and premiums offered by grocery or other stores to get me to shop there..........................	_____	_____	_____
b. Low cost merchandise, premiums, and special deals offering price reductions or additional food items just increase the price of other products..	_____	_____	_____
c. I often redeem coupons at grocery stores...........	_____	_____	_____
d. I have noticed an increase in the type of incentives/promotions offered by restaurants..........	_____	_____	_____
e. Incentives/promotions offered by restaurants are usually good values............................	_____	_____	_____
f. Incentives/promotions encourage me to try new restaurants.................................	_____	_____	_____
g. Most incentives/promotions offered by restaurants appeal primarily to children.....................	_____	_____	_____
h. I go to a restaurant because of the food, not because of any incentives/promotions............	_____	_____	_____
i. More restaurant incentives/promotions should be directed toward adults...........................	_____	_____	_____
j. I would like to see more restaurants offer incentives/promotions............................	_____	_____	_____
k. I feel restaurant incentives/promotions reduce the cost of eating out...........................	_____	_____	_____
l. Without restaurant incentives/promotions I would not be able to eat out as often as I do..........	_____	_____	_____
m. I am taking advantage of restaurant incentives/promotions more often now than in the past.......	_____	_____	_____
n. I would like to see restaurants do away with all incentives/promotional activities................	_____	_____	_____

THE FOLLOWING QUESTIONS REFER TO YOUR HOUSEHOLD AS A WHOLE.

9. a. Have you ever belonged to a dining club where for a membership fee you receive an identification card which entitled you to receive reduced prices for meals or two meals for the price of one at a selected group of restaurants?

1☐ YES - (CONTINUE)
2☐ NO - (STOP HERE! RETURN QUESTIONNAIRE)

b. Why did you join the dining club?

1☐ Reduced cost of eating out
2☐ Able to try different restaurants
3☐ Other friends recommended it
4☐ Could eat out more frequently
5☐ Received mail or phone solicitation to join
☐ Other (specify): ________________

c. Do you now belong to a dining club?

1☐ YES - (STOP HERE! RETURN QUESTIONNAIRE)
2☐ NO - (CONTINUE)

d. Why did you discontinue your membership?

1☐ Limited selection of restaurants
2☐ Infrequent use
3☐ Too expensive
☐ Other (specify): ________________

National Family Opinion, Inc.

11189

To obtain additional copies of this report, write:

Educational Materials Department
National Restaurant Association
311 First Street, N.W.
Washington, DC 20001

For information concerning the substance of the report, contact:

Bette Hoyt, Research Manager
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Washington, DC 20001

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CONSUMER ATTITUDE AND BEHAVIOR STUDY

HOW CONSUMERS MAKE THE DECISION TO EAT OUT

Published by:
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OBJECTIVES

Consumers eat out for a variety of reasons and select different types of restaurants to meet different needs. For example, some may eat at a fast food restaurant because it is convenient, some may choose a family restaurant because they like to eat out and others may go to an atmosphere or upscale restaurant to celebrate a special occasion. To provide the industry with reliable information on what motivates people to choose one restaurant over another, the National Restaurant Association conducted a consumer attitude and behavior survey in November, 1981.

The purpose of this survey was to determine how consumers make the decision to eat out, what constitutes a necessary eating out occasion and what constitutes a discretionary one. The study highlights who makes the decision as well as how, why, where and when the decision is made.

The survey was designed to meet the following objectives:

- Determine where the decision to eat out is made
- Determine who influences the decision to eat out and the choice of restaurant
- Determine how far in advance the decision is made
- Determine why consumers eat at a particular type of restaurant
- Determine what factors are important when selecting a restaurant to patronize

The results from this survey are presented in this publication, How Consumers Make The Decision To Eat Out. As foodservice operators read through this report they will be able to relate their own experience to the discussion and observe how different demographic groups make the decision to eat out and choose a different type of restaurant to meet their specific needs. For example, fast food operators will be primarily interested in the section on how consumers make the decision to eat at a fast food restaurant. The results of this study are intended to assist restaurateurs in becoming more effective decision makers by increasing their knowledge of how consumers arrive at the decision to eat out and how they choose the restaurant. (Readers may also wish to turn to the "How to" section of this report on page 2 for more specific ideas on how to apply this information to their particular operations.)

HOW TO USE THE INFORMATION

Extensive information has been presented in this report on how consumers make the decision to eat out and how they select the restaurant they wish to patronize. Not only can operators find out about the decision making process for three major types of restaurants (fast food, family and atmosphere), but they can also learn how different demographic segments arrive at their decisions to eat at certain restaurants.

To help operators use this information effectively, we have compiled a list of suggestions. In general, restaurateurs can use this report when making the following types of decisions.

- Deciding where and when to advertise their restaurant
- Deciding on advertising copy which features why people eat out as well as who is involved in the decision process
- Deciding which attributes of the restaurant (service, atmosphere, food quality) need improvement in order to attract more patrons
- Determining how to attract new or more existing patron groups

Some more specific answers to questions can be found in the chart on the next page.

QUESTION	ANSWER
1. Should I direct the majority of my advertising efforts to the residential areas surrounding my restaurant or to the commerical areas?	1. Since the majority of consumers make the decision to eat out while at home, a significant proportion of your advertising should be directed toward the residential areas.
2. I'm thinking of starting a new advertising campaign. Do you have any suggestions?	2. Have your advertising copy feature why people eat out. For example, if you operate an upscale restaurant you may want to focus on a couple enjoying a night out. If you operate a family restaurant, you might want to feature a family with children celebrating a special event.
3. How do I know what things are important to consumers when they choose a restaurant?	3. This research study revealed that quality of food and friendly service are the two most important attributes considered by consumers when they choose a restaurant. Operators would be wise to concentrate on these factors.
4. I run a fast food restaurant. Do you think I need to make any special accomodations for children?	4. Over half the parties at fast food restaurants include children and teenagers, and a significant proportion influence the choice of restaurant. As a result, it may be beneficial to you to feature children in your advertising, to have a youthful decor and to perhaps have a children's menu with reduced portions.

5. I run a family restaurant. Do you think I should scale down my menu to include fewer items?	5. Many people said that their favorite family restaurant serves a variety of menu items. In addition, 64 percent rank variety of menu items as being of considerable importance when choosing a family restaurant to patronize. As a result, you might find it more beneficial to offer a wide variety of items and maybe offer certain entrees as daily specials.
6. Do people really care what my upscale restaurant looks like as long as I serve them good food and have friendly service?	6. Although this research study revealed that overall people rank food quality and friendly service ahead of atmosphere, certain groups look more for atmosphere than for friendly service. These include such important upscale patron segments as married couples with no children, upper income households and households with a working wife. As a result, it is important for an upscale restaurant to see that its premises are neat and tidy and that its decor is appealing.

NOTES TO READERS

Our analysis of the responses to this consumer attitude and behavior survey is based only on responses from people who ate out at least once in the two week period prior to the survey. All respondents were questioned about their decision process for at least one type of restaurant that they had patronized in the past two weeks. In addition, some respondents were asked about their decision to eat at more than one type of restaurant if they had patronized more than one kind of restaurant during the course of the fourteen days. Nearly eight out of ten people interviewed indicated they had eaten at a fast food restaurant in the past two weeks, six out of ten had eaten at a family restaurant and about one-fourth at an upscale eating establishment.

LAST TIME ATE OUT BY RESTAURANT TYPE

RESTAURANT TYPE	TWO WEEKS OR LESS	MORE THAN TWO WEEKS	DO NOT KNOW
Fast food restaurant	77.8%	21.0%	1.2%
Family restaurant	59.4%	40.1%	0.5%
Atmosphere restaurant	26.6%	73.4%	--

The definitions of the three major types of restaurants used in this report are as follows:

1. Fast Food Restaurants: Include those types of establishments which are primarily self service and which may offer carry out as well as eat in service. The cost of the meal is relatively inexpensive -- about $2.00 per person.

2. Family Restaurants: Include commercial cafeterias, coffee shops as well as family type restaurants. The establishments offer waiter/waitress service in a casual dining atmosphere. The cost of the meal is about $4.00 per person.

3. Atmosphere Restaurants: Include "white tablecloth" restaurants as well as theme restaurants. Emphasis is often placed on friendly waiter/waitress service as well as the overall atmosphere of the restaurant. The cost of the meal is relatively expensive -- $8.00 per person.

Other things to be considered when reading through this report include:

- Data analyzed throughout this study are based only on respondents who answered the question under examination. All non-responses have been excluded so that more valid comparisons can be made. Readers should know that the non-responses are relatively evenly distributed for all demographic segments, and the results have not been unduly influenced by their exclusion.
- Cases where totals do not add to 100 percent are due to excluding the "do not know" responses or due to rounding.
- Calculations for mean value scores used in Sections II, III and IV are based on the following scale: 5 = very important; 4 = important; 3 = somewhat important; 2 = slightly important; 1 = not at all important.
- The primary reason for eating out reflects the first reason given by respondents when asked why they eat at certain types of restaurants.
- In some instances the number of responses for various categories within the atmosphere restaurant segment were relatively small. These have been noted on the tables in Section IV, and readers should use caution when examining these data.

EXECUTIVE SUMMARY

- Consumers eat out for a variety of reasons, and their reasons vary by the type of restaurant they patronize.
  - The reasons for eating at fast food places are primarily concerned with necessity. Most people choose this type of restaurant because of lack of time and convenience factors.
  - The reasons for eating at family restaurants deal with both necessary and discretionary factors. Many consumers choose this type of restaurant because of lack of time or convenience reasons, while others do so when they want to celebrate a special event.
  - Discretionary reasons dominate why consumers dine at upscale eating establishments. Most individuals said they go to this kind of restaurant when they wish to celebrate a special occasion or to simply enjoy an evening's entertainment.
- The majority of people make the decision to eat out while at home. This is especially true for discretionary eating out occasions. On the other hand, a significant proportion of the decisions for necessary eating out are made while at work, out shopping or traveling.
- Decisions to eat at fast food restaurants are usually "spur-of-the-moment", probably reflecting the fact that these meals out are due to lack of time and convenience reasons and the decision is often made while at work, out shopping or traveling.
- Decisions to dine at atmosphere restaurants are more planned, probably reflecting the fact that the majority of these meals out are of a discretionary nature and reservations may be needed.
- The decision on which fast food restaurant to patronize is usually made immediately before going there, while the decision on which atmosphere restaurant to patronize is often made more than a day in advance. Again, this shows the differences in the decision making process for necessary versus discretionary eating out.
- Children and teenagers are frequently included in parties at fast food and family restaurants, while parties of adults only are prevalent at atmosphere restaurants.

- Children and teenagers have considerable influence on the decision making process for fast food and family restaurants, especially when it comes to selecting the restaurant.

- Spouses have substantial say in the decision making process at family and atmosphere restaurants, especially when it comes to actually deciding whether or not to eat out.

- Quality of food and friendly service are the two most important attributes considered when choosing any type of restaurant. The least important attributes are the availability of special discounts and the availability of a non-smoking section.

- Other important attributes considered for necessary dining out occasions include convenient location, fast service, convenient parking and the expected cost of the total meal.

- Other important attributes considered for discretionary dining out occasions include atmosphere, variety of menu items, nutritious food and the availability of a special menu item.

SECTION I

CONSUMER DECISION MAKING PROCESS FOR THREE TYPES OF RESTAURANTS

HIGHLIGHTS FOR SECTION I

- Thirty-seven percent of respondents said they eat at fast food restaurants because of lack of time, and an additional 21.2 percent said it was convenient or they did not want to cook.
- Twenty-one percent said they eat at family restaurants when they want to celebrate a special occasion, and another 23.8 percent cited convenience and lack of time reasons.
- Four out of ten consumers go to an upscale eating establishment when they want to celebrate a special event and 13.5 percent do so when they want to enjoy a night out.
- Six out of ten people decided to go to an atmosphere restaurant while at home versus 51.5 percent for family restaurants and 44.6 percent for fast food places. Many decide to eat at fast food places while at work, out shopping or traveling.
- Only one-fourth of the fast food patrons decided to eat at a fast food establishment at least eight hours prior to the visit compared with a substantially larger two-thirds of those who ate at an upscale restaurant.
- Six out of ten reported that they decided which fast food restaurant to go to immediately before eating out and another 26 percent did so within two hours prior to the visit. Forty-two percent chose the family restaurant immediately before going there and 33.7 percent did so within two hours. On the other hand, one-fourth of the atmosphere restaurant patrons chose the restaurant more than a day in advance.
- Over half the parties at fast food restaurants include children and/or teenagers and three out of ten parties at family restaurants include at least one member under 18 years old.
- Over three-fourths of the groups at atmosphere restaurants include a spouse or date.
- Respondents indicated that thirty-seven percent of the children under 13 present at a recent fast food meal occasion influenced the selection of the restaurant.
- Respondents reported that other party members influenced the decision making process. Six out of ten spouses present at a family restaurant influenced the decision to dine away from home. In addition, children and teenagers present have substantial influence on the choice of restaurant, with 25.7 percent and 32.4 percent, respectively, helping select the eating place.

- Food quality is a more important factor when choosing an upscale or family restaurant than in choosing a fast food place. Half the fast food patrons said food quality was a very important consideration when selecting the restaurant versus a higher two-thirds for family restaurant customers and three-fourths for atmosphere restaurant patrons.

- Friendly service is an important factor when selecting any type of restaurant. Approximately eight out of ten people said this was important or very important to them when selecting a restaurant.

- Fast food patrons rank such attributes as convenient location, fast service, convenient parking and expected cost of the total meal as being important considerations when selecting an eating place.

- Family restaurant patrons place considerable importance on atmosphere, nutritious food, variety of menu items and the expected cost of the meal.

- Atmosphere restaurant customers consider atmosphere, variety of menu items, nutritious food and the availability of a special menu item to be important to them when selecting a restaurant.

SECTION I

CONSUMER DECISION MAKING PROCESS FOR THREE TYPES OF RESTAURANTS

IN THIS SECTION:

- Background on consumer eating out habits -- frequency of eating out, favorite restaurant categories, reasons for eating out.
- Making the decision to eat out for three types of restaurants -- where and when the decision is made, who makes the decision, why eat out, degree of difficulty to prepare same meal.
- Important attributes in choosing a restaurant -- price, service, food, convenience and ambience.

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1. Frequency Of Eating Out

In order to understand how consumers make the decision to eat out, it is necessary to understand consumers eating out habits. As a result, respondents were asked whether or not they had ever eaten at three types of restaurants (fast food/take out, family/coffee shop and atmosphere restaurants), how frequently they eat at these three types of restaurants and their reasons for eating away from home. The vast majority of individuals interviewed reported that they have eaten at a fast food, family or atmosphere restaurant at some time. (Readers are reminded that only people who ate out at least once during the two week period prior to the survey were interviewed.) Ninety-one percent had dined at a fast food establishment, 96 percent at a family restaurant and 89 percent at an atmosphere restaurant.

People eat out more frequently at fast food restaurants than at either family or atmosphere restaurants. The median number of times respondents reported eating at fast food places during a month was 3.9 times versus 2.8 times at a family restaurant or coffee shop and 2.4 times at an atmosphere restaurant. (See Table I-2.) Fifty-eight percent stated they eat at fast food places at least once a week and one-fourth do so about twice a week or more often. Forty-six percent of the people said they visit a family restaurant once or twice a month and 12.9 percent eat out more than seven times at this kind of eating establishment. More than half (53.1 percent) reported that they dine at an atmosphere restaurant once or twice a month. In addition, two out of ten do so four times a month and another one out of ten do so more than seven times.

2. Favorite Restaurant And Type Of Food Served

The results from this survey revealed that the majority of people have a favorite restaurant. Fifty-two percent stated they have a favorite fast food restaurant, and a similar proportion have a favorite atmosphere or fine dining restaurant. Fifty-eight percent reported that they have a favorite family type restaurant.

The type of food that respondents' favorite restaurants specialize in vary substantially. Favorite fast food places are likely to specialize in hamburgers, favorite family restaurants are likely to specialize in all types of foods and favorite atmosphere restaurants are likely to serve primarily beef and seafood. (See Table I-4.) Nearly six out of ten respondents reported that their favorite fast food establishment specializes in hamburgers. About one out of ten said the place served primarily chicken, 6.6 percent said pizza, 5.1 percent said roast beef and three percent said fish or seafood. Thirty-eight percent reported that the family restaurant they like most serves all types of foods. Thirteen percent said their favorite family eating establishment serves steak or beef and 7.3 percent said fish or seafood. Twenty percent indicated that their favorite upscale restaurant specializes in all types of foods and an additional twenty percent said theirs served steak and beef entrees. Nearly 18 percent stated that their most liked atmosphere restaurant specializes in seafood and 15.6 percent said beef and seafood.

3. Reason For Eating Out

People eat out for a variety of reasons, and their reasons for eating at these three types of restaurants vary considerably. The primary reasons for eating at fast food places have to do with convenience and lack of time, as shown in Table I-5. Thirty-seven percent said they eat at fast food restaurants because of lack of time and 13.1 percent said it was convenient. In addition, 8.1 percent indicated that they do not like to cook or clean up, and as a result they will go to a fast food establishment. People will not normally go to a fast food restaurant for a special occasion such as a birthday or anniversary or when they want a "night out." Many people probably perceive their meals at a fast food restaurant as necessary eating out occasions.

Celebrating a special occasion or lack of time are the primary reasons for eating at a family restaurant. Twenty-one percent stated that the primary reason for eating at this type of establishment is to celebrate a special occasion such as a birthday, anniversary or holiday. Eleven percent said they eat at family restaurants because of lack of time, 7.3 percent because it is convenient and 5.3 percent because they do not like to cook or clean up. (See Table I-5.) Meals eaten at a family restaurant because it is convenient or because of lack of time are considered necessary, while meals that are used to celebrate a special occasion are more discretionary.

Celebrating a special occasion or enjoying a night out are the primary reasons for dining at atmosphere restaurants. Nearly four out of ten reported that they go to upscale eating establishments to celebrate a birthday, anniversary or some other special occasion. In addition, 13.5 percent choose this type of restaurant when they want to enjoy a night out. On the other hand, convenience factors have little bearing on selecting an atmosphere restaurant, which probably indicates that dining at upscale eating places represents a discretionary occasion rather than a necessary one.

4. Last Meal Eaten At A Restaurant

Respondents were asked about their most recent visit to each of the three types of restaurants. (Only respondents who had been to any or all of these restaurants during the two week period prior to the survey were questioned about the decision to eat out. The proportion of those who ate out during the period can be found in the "Notes To The Reader" section on page 5.) Analysis of the information from these questions provides considerable insight into where and when the decision to eat out was made and who was involved in the decision making process.

Most people dined out for either lunch or dinner for their most recent restaurant visit, as revealed in Table I-6. For fast food restaurants, 48.7 percent ate out for dinner compared with 39.3 percent for lunch. Nearly equal proportions ate out for either breakfast (5.8 percent) or a snack (6 percent). The majority of individuals eat at family restaurants for dinner. Fifty-nine percent reported that their last visit to a family eating establishment was for dinner versus a considerably lower 28.5 percent for lunch. Approximately 12 percent indicated that they ate breakfast at a family or coffee shop restaurant within the past two weeks. Nearly all people who dined at an atmosphere restaurant did so for dinner. Nine out of ten said that their last visit to an upscale restaurant was for dinner versus only 9.3 percent for lunch. Many researchers believe that dinner is a more discretionary meal to eat out, and this reinforces the data presented ealier that dining out at upscale restaurants is more of a luxury than a necessity.

5. Where And When The Decision To Eat Out Is Made

The majority of individuals made the decision to eat out while at home, and this is especially true for atmosphere restaurants. Six out of ten people decided to go to an atmosphere restaurant when they were at home versus 51.5 percent for family restaurants and 44.6 percent for fast food places. A relatively large proportion of fast food decisions are made at work (17.4 percent), probably reflecting the fact that a significant number of fast food occasions are for lunch. Many decisions to eat at these three types of restaurants are made while shopping or traveling. Fifteen percent indicated they they decided to eat at a fast food restaurant while shopping and 11.3 percent said they were traveling when the decision was made. Eight percent indicated that their decision to visit a family or atmosphere restaurant was made while traveling and one out of ten said they had been shopping. (See Table I-7.)

Decisions to eat at fast food restaurants are usually "spur of the moment", while decisions to eat at atmosphere restaurants are more planned. Only one-fourth reported that they decided to eat at a fast food place at least eight hours prior to the visit compared with two-thirds of those who decided to eat at an upscale eating establishment. This again supports the view on discretionary versus necessary dining out. More time and planning goes into the decision to eat out for discretionary purposes as economic considerations usually need to be evaluated. The proportion of respondents who decided to eat at a family restaurant at least eight hours before was 47.4 percent versus a slightly higher 52.2 percent who did not.

An overwhelming majority decided which restaurant to go to at the same time they decided to dine away from home. Sixty-eight percent of those who went to either a fast food place or an atmosphere restaurant decided where to eat out and when to eat out simultaneously. The corresponding proportion for family restaurants was a larger 71.3 percent. Readers are reminded that most people have a favorite restaurant, and it is likely that when they decide to eat out, they also decide to go to their favorite restaurant.

The decision on which fast food restaurant to go to is usually made shortly before eating out, while deciding which upscale restaurant to go to requires more planning. This closely parallels the data on making the actual decision to eat out and reinforces the fact that dining at fast food and family type restaurants is often considered a necessity, while dining at an atmosphere restaurant may be more of a luxury. Six out of ten respondents reported that they decided which fast food restaurant to go to immediately before eating out and another 26.1 percent did so within two hours. Only 3.5 percent decided which fast food place to patronize more than a day in advance. Forty-two percent chose the family restaurant immediately before going there and 33.7 percent did so within two hours prior to the visit. In addition, 21.4 percent picked the family restaurant on the same day but more than two hours before going there. Over one-fourth of the respondents decided which atmosphere restaurant to go to more than a day in advance. In comparison, one-third made the decision immediately before going and 28.6 percent did so within two hours. (See Table I-10.)

6. Finding Out About The Restaurant

Perhaps making the decision on where to eat out is made easier by the fact that most people go to a restaurant they have been to previously. Eighty-nine percent of those interviewed went to a fast food restaurant they had been to before versus 11 percent who had not. Eighty-six percent had previously been to the family restaurant, while 14 percent had not. A relatively large proportion, 22.4 percent, had not previously been to the atmosphere restaurant they had last patronized.

People find out about the restaurants they go to in many ways, as shown in Table I-12. Most of those interviewed had always known about (28.6 percent) or had seen (34.9 percent) the fast food place they recently visited. In addition, 14.2 percent found out about this type of restaurant from others (word-of-mouth) and 10.1 percent from advertising. Three out of ten individuals surveyed found out about the family restaurant they last visited from friends or relatives, and one-fourth either saw the restaurant while passing or have always known about it. A good reputation is especially important to atmosphere or upscale restaurants. Over half the respondents (54.2 percent) who have recently been to this type of restaurant found out about it by word-of-mouth. In comparison, only 18.9 percent had always known about it and 13.2 percent had seen it. A relatively small proportion, 3.5 percent, found out about this restaurant type from advertising.

7. Influence Of Party Members On The Decision To Eat Out

Respondents were questioned about the party composition at their last restaurant visit in order to ascertain the influence these other party members had on the decision to eat out and on deciding which restaurant to patronize. Most parties at all types of restaurants consist of 2, 3 or 4 persons, but some differences in party size by restaurant type are evident. Single member parties are more prevalent at fast food restaurants than at either family or atmosphere restaurants -- 19.1 percent versus 5.5 percent and 3.2 percent respectively. Parties at atmosphere restaurants are usually even numbers, with 46.6 percent comprised of two members and 21.4 percent of four members. In addition larger parties (five or more members) are more likely to be found at upscale establishments (12.8 percent) than at fast food (7.3 percent) or family (7.4 percent) restaurants. (See Table I-13.)

Children and teenagers are more likely to be at fast food and family restaurants while parties of adults only are more prevalent at atmosphere restaurants. Over half the parties at fast food restaurants include children 12 and under and/or children 13 to 17. In addition, about three out of ten parties at family restaurants include children and/or teenagers while only 14.7 percent of atmosphere restaurant parties do so. People are more likely to go with friends to an atmosphere restaurant. Nearly four out of ten atmosphere restaurant parties included friends versus 20.4 percent for fast food places and 27.5 percent for family restaurants. Spouses and dates are usually among party groups at upscale eating establishments. Over three-fourths include a spouse or date compared with 68.8 percent at family restaurants and 57.5 percent at fast food restaurants.

Children and teenagers have considerable influence on decisions to eat at fast food restaurants, and they are especially influential in deciding which restaurant to patronize, according to respondents. Interviewees reported that of those parties which included children 12 years old and younger, 24.1 percent of these younger party members had a say on whether or not to eat at a fast food restaurant and a substantially larger 36.6 percent helped decide which fast food restaurant to visit. Spouses or dates have more influence on the actual decision to eat at a quick service restaurant than on the choice of restaurant. Those interviewed indicated that fifty-one percent helped decide whether or not to dine out versus 47.7 percent who helped decide which restaurant to patronize. Respondents also have a considerable say in the decision making process. Fifty-nine percent said they influenced the decision on whether or not to eat out and 52.3 percent said they helped choose the fast food restaurant. (See Table I-15.)

Spouses and dates are likely to have equal influence on the decision to eat out and the choice of eating establishment for family type restaurant occasions. Respondents reported that six out of ten spouses or dates present helped decide whether or not to eat out and which family eating place to patronize. On the other hand, children and teenagers have more impact on the choice of restaurant. Twenty-six percent of the younger party members present helped choose the restaurant versus 15 percent who had a say in whether or not to eat out, according to those interviewed. In addition, respondents said that nearly one-third of the teenagers present influenced the decision on which family restaurant to go to compared with 16.2 percent who influenced the actual decision to eat out. Relatives are more likely to have an impact on deciding whether or not to eat out, while friends are more likely to help choose the family restaurant. Respondents have a considerable influence on both decisions, with 61.1 percent deciding whether or not to eat out and 59.6 percent deciding which family restaurant to patronize. (See Table I-16.)

Party members at atmosphere restaurants are more likely to help decide whether or not to eat out than which restaurant to visit. Interviewees indicated that sixty-one percent of the spouses or dates present helped make the decision on whether or not to eat out compared with only 46.5 percent who helped choose the atmosphere restaurant. Respondents also noted that 65.9 percent of the friends influenced the decision on whether or not to eat out and a slightly smaller 60 percent influenced the choice of restaurant. The corresponding proportions for relatives were 45.6 percent and 41.3 percent. Respondents who dined at atmosphere restaurants, on the other hand, have more impact on the choice of restaurant (54.9 percent) than on whether or not to eat out (52.3 percent). (See Table I-17.)

8. Degree Of Difficulty In Preparing Same Meal

Dining out for special occasions is usually associated with atmosphere restaurants, and this further supports the difference between discretionary and necessary dining out. Nearly four out of ten respondents who have recently been to an upscale restaurant went there for a special occasion versus only 7.5 percent for fast food respondents and 15.3 percent for family restaurant patrons.

Analysis of this survey data reveals that people find it more difficult to prepare and serve meals comparable to those served at atmosphere restaurants than those served at either fast food or family restaurant. Over half (55.7 percent) the respondents who had been to an atmosphere restaurant reported that it would be impossible or very difficult to prepare the same meal at home. The corresponding percentages for fast food and family restaurants are 26.2 percent and 34.7 percent. On the other hand, 20.4 percent of the individuals who had recently dined at a fast food restaurant stated that it would be very easy to prepare the same meal at home and another 23.3 percent said it would be somewhat easy. Thirteen percent of recent family restaurant patrons indicated it would be very easy to serve the same meal at home and only 6.6 percent of the atmosphere restaurant patrons said it would be. People probably look for food, service and atmosphere that cannot be provided at home when dining out for a special, or discretionary, occasion, while a necessary occasion may closely parallel a typical meal served at home.

9. Attributes In Choosing A Restaurant

Respondents were asked to indicate how important thirteen attributes -- price, atmosphere, quality of food, friendly service, etc. -- are when choosing a restaurant. Although distinct differences among the three restaurant types are evident in the rank order of these characteristics, two factors -- quality of food and friendly service -- are the most important attributes for all three restaurant types. The price of any individual menu item and the expected cost of the meal are of only moderate importance, ranking near the middle. This may be due to the fact that the respondent was rating attributes within each of the three restaurant categories, and as a result, price points became less important. The least important attributes -- special discounts and non-smoking section -- are the same for fast food, family and atmosphere restaurants, but the rank order differs slightly. (See Table I-20.)

Convenient location, fast service and convenient parking are other important attributes in choosing a fast food restaurant. Of moderate importance are such things as expected cost, the nutritional value of the food served and the atmosphere. As has been noted previously, many occasions at fast food restaurants are necessary occasions when patrons are probably looking for good food, fast service and convenience at a relatively low cost. People are not necessarily looking for any special menus or variety when they go to a fast food place.

Atmosphere, nutritious food and menu variety are other important attributes consumers look for when choosing a family restaurant. Of lesser importance are the expected cost of the meal, convenient parking and fast service. Because many occasions at family restaurants are both necessary and discretionary, patrons are probably looking for something which could not be easily duplicated at home but which is relatively fast and not too expensive. Special menu items and general price considerations are not particularly important to people when choosing a family restaurant.

Consumers consider atmosphere, menu variety and nutritious food to be important attributes when choosing an upscale or atmosphere restaurant. The availability of a special menu item, convenient parking and fast service are also significant factors. Most occasions at atmosphere restaurants can be considered discretionary, and as a result, people look for good food, friendly service and atmosphere when they dine at a more expensive restaurant. The price of any individual menu item and expected cost of the meal are not important to the majority of consumers when selecting an atmosphere restaurant. These individuals have probably already planned this occasion into their budget.

More detailed analysis of the importance of each of these thirteen attributes for the three restaurant categories is presented in the remaining portion of this section. The attributes have been grouped into five major categories: Price, Food, Service, Convenience and Ambiance.

PRICE

Expected cost of the total meal ranks ahead of the price of any particular menu item for all three types of restaurants. (See Table I-20.) Fast food and family restaurant patrons feel that all price considerations are more important when selecting a restaurant than do upscale patrons. Since a large number of occasions at the former type of restaurants are believed to be necessary and more "spur-of-the-moment", financial considerations are more important. However, many upscale restaurant occasions are more planned, and as a result financial considerations are part of the decision to eat out, but are not necessarily an integral part of the choice of restaurant. On the other hand, the availability of special discounts or promotions, which can reduce the cost of the meal, are not a particularly necessary attribute for any type of restaurant to have.

The expected cost of the meal is more important when selecting a fast food or family restaurant than in selecting an atmosphere restaurant, as shown in Table I-33. Nearly two-thirds reported that expected cost was important or very important when choosing a fast food restaurant and only 7.4 percent said it was not important at all. Sixty-three percent reported that the anticipated cost of the meal was an important consideration when deciding which family restaurant to visit compared with 7.4 percent who believe it is unimportant. A significantly smaller 36.6 percent feel that expected cost is important or very important when selecting an atmosphere restaurant. However, a relatively large proportion, 23.4 percent, reported that this was not at all important and 17.1 percent said it was only slightly important.

The price of an individual menu item is a more important consideration at family and fast food restaurants than at atmosphere restaurants. Half the family restaurant patrons and 37.8 percent of the fast food patrons reported that the price of specific menu items is important or very important when choosing a restaurant. On the other hand, 31.1 percent of those who recently visited an atmosphere restaurant said price was not at all important when selecting an atmosphere restaurant compared with a substantially lower 16.3 percent for fast food restaurants and 14.8 percent for family restaurants. (See Table I-21.)

Although the availability of special discounts or promotions is not particularly important when selecting any type of restaurant, it is a more important factor when choosing a fast food place. (The majority of promotions are offered at fast food establishments, and this could account for the greater degree of importance placed on such things at this type of restaurant.)

More than one-fourth (27 percent) of the fast food patrons reported that special discounts or promotions were very important or important to them when choosing a fast food restaurant. On the other hand, 42.7 percent said such things were not at all important and 13 percent said they were only slightly important.

Over half (58 percent) of those who had recently been to a family restaurant indicated that special discounts were not important when selecting a family restaurant. Eighteen percent, however, said that such things were important.

Nearly eight out of ten people who go to atmosphere restaurants said that special discounts and promotions were not at all important when deciding which upscale restaurant to visit.

FOOD

No matter what type of restaurant, the quality of the food served is the single most important factor considered when selecting a restaurant to visit. Nutritious food and a variety of menu items are ranked high by patrons at family and upscale restaurants, but are not of particular importance to fast food customers. Since most fast food establishments offer primarily one type of food and because patrons at this type of restaurant are more interested in good food and fast and friendly service, variety and nutrition are not primary concerns. Customers at an atmosphere restaurant are more likely to look for a specific menu item. Many of these individuals have gone to the restaurant to celebrate a special occasion and probably have a particular entree in mind prior to the visit.

Patrons at all three restaurant types indicated that the quality of food served is very important when deciding which restaurant to patronize, although the level of importance is greatest at family and atmosphere restaurants. Fifty percent of the fast food respondents said food quality was very important compared with substantially higher proportions of 64.9 percent and 77.4 percent for family and atmosphere restaurants respectively. (See Table I-23.)

The majority of respondents for all three restaurant types are looking for nutritious food. Seven out of ten stated the nutritional value of the food served at family restaurants is important or very important and only 6.6 percent considered it to be not at all important. Six out of ten respondents who had been to an atmosphere restaurant said that the nutritional value of the food served was important or very important to them when choosing a restaurant. About half (53.7 percent) the fast food respondents said nutritious food was important, while a relatively large proportion, 12.4 percent, said it was not at all important when selecting a fast food place to patronize.

Consumers look for a varied menu when choosing a family or upscale eating establishment. More than six out of ten family and atmosphere restaurant respondents said that menu variety was an important or very important attribute for these respective restaurant types. Menu variety is relatively unimportant at fast food restaurants, according to this survey. Thirty-eight percent said it was important or very important compared with 14.5 percent who reported it was not at all important and 17.1 percent who said it was only slightly important. (See Table I-25.)

Availability of a special menu item is important to family and atmosphere restaurant patrons. Thirty-one percent of those who had recently patronized an atmosphere restaurant said special menu items were very important to them when choosing the restaurant, and an additional 21.5 percent said it was important. The corresponding proportions for family restaurant respondents are 21.1 percent and 31.7 percent. A relatively large proportion do not look for special menu items at fast food places. One-fourth indicated that this was not at all important to them when selecting a fast food restaurant and 15.2 percent said it was only slightly important.

SERVICE

All restaurant patrons look for and expect friendly service when they dine out, ranking this attribute second. Fast service, not unexpectedly, is of considerably more importance at fast food restaurants than at family or atmosphere restaurants.

The degree of importance placed on friendly service is greatest for upscale restaurant patrons. Consumers usually go to this type of restaurant for a special occasion or to enjoy a night out and want to be treated in an hospitable fashion. Fifty-seven percent of the atmosphere respondents said friendly service is very important to them when deciding which upscale restaurant to patronize. An additional 31.8 percent said it was important. The corresponding proportions for family restaurant patrons were 47.2 percent and 38.9 percent, and those for fast food restaurant customers were 43 percent and 34 percent. (See Table I-32.)

Fast service is particularly important to patrons when selecting fast food restaurants. Seventy-three percent consider it important or very important versus only 4.5 percent who consider it not at all important. In comparison, a lower 60.5 percent of the family restaurant patrons and 44.2 percent of the atmosphere restaurant patrons indicated that fast service was important when selecting an eating place to visit. Family and atmosphere restaurant occasions are often more discretionary in nature (celebrating a special occasion, enjoying the night out), and as a result, patrons probably want a more leisurely meal rather than a quick one. (See Table I-24.)

CONVENEINCE

Convenience factors rank highest with patrons at fast food places, as shown in Table I-20. Because patrons at this restaurant type have indicated that they eat out because it is convenient or because of lack of time, it is not surprising that they would rank convenient location and convenient parking high on the list of attributes necessary for selecting a restaurant. Fast food patrons consider a convenient location to be more important than convenient parking, while the opposite is true for family and atmosphere restaurants. Research has shown that people will drive greater distances for the two latter types of eating establishments. These patrons may feel that once they get to the restaurant they want to park quickly and easily.

Most people consider location to be of considerable importance when selecting a fast food restaurant. Forty-seven percent indicated that location was very important, and an additional 22.8 percent said it was important. Only 7.5 percent considered it unimportant.

Family restaurant patrons are also interested in convenient location when selecting a restaurant, probably because lack of time is a prime reason why many eat at this type of restaurant. Six out of ten family restaurant respondents reported that location is important or very important when choosing a restaurant and only about one out of ten considered it unimportant.

Equal proportions consider the location of an atmosphere restaurant to be very important (21.8 percent) and not at all important (21.2 percent) Convenience is not a major reason for dining at atmosphere restaurants, and as a result, the location of the restaurant is of relatively little importance.

Convenient parking is of more importance when choosing a fast food or family restaurant and of lesser importance for making an atmosphere restaurant selection. Two-thirds of those who had recently visited a fast food restaurant reported that convenient parking was an important or very important factor in selecting a place to eat. Six out of ten family restaurant customers said it was important to them. On the contrary, only half (51.6 percent) the atmosphere restaurant patrons reported it was important or very important while 14.8 percent indicated it was not at all important. However, these upscale restaurant customers place considerably more emphasis on the availability of parking than on the restaurant's location.

AMBIANCE

Ambiance factors are more important when selecting a restaurant for a discretionary eating out occasion such as a celebration or simply enjoying a night out. As shown in Table I-20, atmosphere ranks high when selecting a family or atmosphere restaurant, but is not particularly important when choosing a fast food place. The availability of a non-smoking section is not very important to patrons at any type of restaurant, ranking at or near the bottom of the list of attributes.

While atmosphere is important at all three restaurant types, it is especially important when choosing an upscale restaurant, as shown in Table I-26. Nearly six out of ten (57.1 percent) respondents who had recently been to an upscale eating establishment indicated that atmosphere was a very important attribute, and an additional 30.2 percent said it was an important one. The corresponding proportions for family restaurant patrons are 35.2 percent and 38.2 percent, and those for fast food patrons are a lower 22.6 percent and 27.4 percent. People wanting to eat out for a special occasion want pleasant surroundings when eating out, while it is of less importance to those who dine out for convenience reasons.

Although the availability of a non-smoking section is not particularly important to patrons at all three types of restaurants, analysis reveals that it is of some importance at family and fast food restaurants. Over half the atmosphere and fast food respondents and 43.1 percent of the family respondents reported that non-smoking sections were not at all important when selecting a restaurant. However, more than one-third (37 percent) of those who had recently been to a family restaurant and one-fourth (27.4 percent) of the fast food respondents indicated that non-smoking sections were very important or important to them when deciding which eating establishment to patronize. Perhaps the greater likelihood of children being present at fast food and family eating establishments causes these patrons to be more concerned with this attribute.

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Table I-2: Number Of Times Eat Out Per Month By Restaurant Type

Table I-3: Do Consumers Have A Favorite Restaurant?

Table I-4: Type Of Food Restaurant Specializes In

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Table I-6: Last Meal Eaten Out By Restaurant Type

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Table I-27: Importance Of Non-Smoking Section By Restaurant Type

Table I-28: Importance Of Nutritious Food By Restaurant Type

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Table I-31: Importance Of Special Discounts, Promotions By Restaurant Type

Table I-32: Importance Of Friendly Service By Restaurant Type

Table I-33: Importance Of Expected Cost Of Total Meal By Restaurant Type

TABLE I-1

EVER EATEN AT RESTAURANT TYPE

RESTAURANT TYPE	YES	NO
Fast food	91.3%	8.7%
Family restaurant	96.4%	3.6%
Atmosphere restaurant	88.8%	11.2%

TABLE I-2

NUMBER OF TIMES EAT OUT PER MONTH BY RESTAURANT TYPE

NUMBER OF TIMES	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
1	16.0%	26.6%	29.7%
2	14.8%	19.7%	23.4%
3	11.5%	13.4%	11.6%
4	18.7%	17.8%	20.0%
5	6.8%	4.6%	1.5%
6	5.4%	3.6%	2.1%
7	2.0%	1.4%	0.6%
More than 7	24.7%	12.9%	11.0%
Median	3.9	2.8	2.4

TABLE I-3

DO CONSUMERS HAVE A FAVORITE RESTAURANT?

RESTAURANT TYPE	YES	NO
Fast food	51.7%	48.3%
Family restaurant	58.1%	41.9%
Atmosphere restaurant	51.8%	48.2%

TABLE I-4

TYPE OF FOOD FAVORITE RESTAURANT SPECIALITIES IN

TYPE OF FOOD	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Hamburger	58.3%	2.1%	--
Roast beef	5.1%	1.6%	1.5%
Steak/beef	1.3%	13.2%	19.8%
Pizza	6.6%	1.7%	--
Chicken	9.7%	2.1%	0.7%
Mexican	2.4%	4.6%	2.2%
Other ethnic	1.0%	6.4%	14.7%
Seafood/fish	3.0%	7.3%	17.5%
Continental	0.4%	1.9%	3.0%
All types	1.9%	38.1%	20.5%
Beef and seafood	1.0%	5.5%	15.6%
All others*	8.4%	14.9%	4.0%
Do not know	0.9%	0.5%	0.4%

*Includes other sandwiches, American, regional cooking and various combinations such as chicken and seafood, hamburger and pizza.

TABLE I-5

PRIMARY REASON FOR EATING OUT BY TYPE OF RESTAURANT

REASON	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Lack of time	36.8%	11.2%	3.1%
Good place for children	1.2%	0.6%	--
Inexpensive	1.1%	0.7%	0.5%
Out shopping	9.9%	7.1%	2.1%
Traveling	5.4%	5.0%	1.7%
Birthday	0.4%	5.8%	13.1%
Location	2.5%	1.2%	0.6%
Convenience	13.1%	7.3%	1.5%
Like to eat out	4.2%	8.5%	8.7%
Don't want to cook/clean up	8.1%	5.3%	0.9%
Anniversary	0.1%	1.9%	4.9%
Other special occasion	1.6%	13.2%	20.7%
Business meeting	0.2%	0.7%	3.3%
No special reason	1.6%	5.2%	6.7%
Date	--	2.2%	4.7%
Night out	1.3%	4.4%	13.5%
All other reasons	10.0%	15.0%	7.5%
Do not know	2.6%	4.7%	6.3%

NOTE: Represents first reason given by respondent.

TABLE I-6

LAST MEAL EATEN OUT BY RESTAURANT TYPE

RESTAURANT TYPE	BREAKFAST	LUNCH	DINNER	SNACK
Fast food restaurant	5.8%	39.3%	48.7%	6.0%
Family restaurant	11.8%	28.5%	59.0%	0.7%
Atmosphere restaurant	0.6%	9.3%	90.1%	--

TABLE I-7

PLACE OF DECISION BY RESTAURANT TYPE

PLACE OF DECISION	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
At home	44.6%	51.5%	60.7%
At work	17.4%	11.6%	14.3%
Out shopping	15.2%	9.5%	4.7%
Traveling	11.3%	7.9%	8.4%
School	1.3%	0.7%	--
Visiting/Socializing	4.1%	7.4%	5.2%
Other	5.3%	9.7%	2.8%
Do not know	0.7%	1.7%	3.8%

TABLE I-8

DID YOU PLAN TO EAT AT RESTAURANT TYPE EIGHT HOURS BEFORE?

RESTAURANT TYPE	YES	NO
Fast food restaurant	24.8%	75.0%
Family restaurant	47.4%	52.2%
Atmosphere restaurant	65.7%	33.2%

TABLE I-9

DID YOU DECIDE WHERE AND WHEN SIMULTANEOUSLY?

RESTAURANT TYPE	YES	NO
Fast food restaurant	68.0%	30.0%
Family restaurant	71.3%	28.5%
Atmosphere restaurant	68.2%	31.3%

TABLE I-10

WHEN WAS THE DECISION MADE BY RESTAURANT TYPE?

WHEN DECISION WAS MADE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Immediately before	58.8%	41.7%	33.0%
Within two hours before	26.1%	33.7%	28.6%
More than two hours before but the same day	5.0%	21.4%	6.6%
More than a day in advance	3.5%	2.3%	26.5%
Do not know	6.7%	0.8%	5.2%

TABLE I-11

FIRST TIME AT RESTAURANT

RESTAURANT TYPE	YES	NO
Fast food restaurant	11.2%	88.7%
Family restaurant	13.7%	86.2%
Atmosphere restaurant	22.4%	77.2%

TABLE I-12

WHERE FOUND OUT ABOUT RESTAURANT BY RESTAURANT TYPE

WHERE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Always knew	28.6%	26.8%	18.9%
Advertising	10.1%	6.4%	3.5%
Saw it while passing	34.9%	25.6%	13.2%
Word-of-mouth	14.2%	30.2%	54.2%
Read/heard about in media	4.4%	4.5%	5.2%
Restaurant guide	0.1%	0.3%	0.7%
Dining club	--	--	0.4%
Other	2.0%	2.2%	1.4%
Do not know	5.7%	4.1%	2.5%

TABLE I-13

PARTY SIZE BY RESTAURANT TYPE

NUMBER IN PARTY	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
1	19.1%	5.5%	3.2%
2	34.0%	42.3%	46.6%
3	19.1%	17.8%	10.6%
4	15.8%	23.0%	21.4%
5	4.7%	4.0%	5.4%
More than 5	7.3%	7.4%	12.8%
Median	2.4	2.6	2.5

TABLE I-14

PARTY COMPOSITION BY RESTAURANT TYPE

PEOPLE IN PARTY	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Spouse or date	57.5%	68.8%	77.0%
Children 12 and under	38.5%	21.8%	7.8%
Children 13 to 17	16.7%	7.3%	6.9%
Relatives other than spouse	21.1%	26.2%	20.9%
Friends	22.8%	30.4%	42.5%
Other	2.5%	1.2%	0.9%

NOTE: Includes multiple responses.

TABLE I-15

PEOPLE IN PARTY AND THEIR INFLUENCE ON EATING AT FAST FOOD RESTAURANTS

	PERCENT OF PARTY MEMBERS WHO INFLUENCED DECISION ON:	
PARTY MEMBER	EATING OUT	WHICH RESTAURANT
Spouse or date	50.8%	47.7%
Children 12 and under	24.1%	36.6%
Children 13 to 17	36.6%	49.5%
Relatives (adults) other than spouse	55.9%	45.8%
Friends	54.4%	48.2%
Respondent	59.3%	52.3%

NOTE: Response rate for respondent is for only parties of two or more persons.

TABLE I-16

PEOPLE IN PARTY AND THEIR INFLUENCE ON EATING AT FAMILY RESTAURANTS

	PERCENT OF PARTY MEMBERS WHO INFLUENCED DECISION ON:	
PARTY MEMBER	EATING OUT	WHICH RESTAURANT
Spouse or date	64.8%	64.2%
Children 12 and under	15.0%	25.7%
Children 13 to 17	16.2%	32.4%
Relatives (adults) other than spouse	57.0%	53.3%
Friends	38.0%	54.2%
Respondent	61.1%	59.6%

NOTE: Response rate for respondent is for only parties of two or more persons.

TABLE I-17

PEOPLE IN PARTY AND THEIR INFLUENCE ON EATING OUT AT ATMOSPHERE RESTAURANTS

PARTY MEMBER	PERCENT OF PARTY MEMBERS WHO INFLUENCED DECISION ON: EATING OUT	WHICH RESTAURANT
Spouse or date	61.2%	46.5%
Children 12 and under	*	*
Children 13 to 17	*	*
Relatives (adults) other than spouse	45.6%	41.3%
Friends	65.9%	60.0%
Respondent	52.3%	54.9%

*Statistically insignificant.

NOTE: Response rate for respondent is for only parties of two or more persons.

TABLE I-18

DID YOU EAT OUT BECAUSE OF A SPECIAL OCCASION BY RESTAURANT TYPE

RESTAURANT TYPE	YES	NO
Fast food restaurant	7.5%	92.5%
Family restaurant	15.3%	84.6%
Atmosphere restaurant	38.0%	62.0%

TABLE I-19

DEGREE OF DIFFICULTY TO PREPARE AND SERVE SAME MEAL BY RESTAURANT TYPE

DEGREE OF DIFFICULTY	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Impossible	12.3%	14.8%	20.6%
Very difficult	13.9%	19.9%	35.1%
Somewhat difficult	28.5%	29.6%	28.7%
Somewhat easy	23.3%	20.6%	8.2%
Very easy	20.4%	12.7%	6.6%
Do not know	1.6%	2.4%	0.9%
Mean value	3.4	3.1	2.5

Mean value: 1 = impossible, 5 = very easy.

TABLE I-20

RANKING OF ATTRIBUTES BY RESTAURANT TYPE

	FAST FOOD RESTAURANTS		FAMILY RESTAURANTS		ATMOSPHERE RESTAURANTS
1.	Quality of food	1.	Quality of food	1.	Quality of food
2.	Friendly service	2.	Friendly service	2.	Friendly service
3.	Convenient location	3.	Atmosphere	3.	Atmosphere
4.	Fast service	4.	Nutritious food	4.	Variety of menu items
5.	Convenient parking	5.	Variety of menu items	5.	Nutritious food
6.	Expected cost of total meal	6.	Expected cost of total meal	6.	Special menu item
7.	Nutritious food	7.	Convenient parking	7.	Convenient parking
8.	Atmosphere	8.	Fast service	8.	Fast service
9.	Price of individual menu item	9.	Convenient location	9.	Convenient location
10.	Variety of menu items	10.	Special menu item	10.	Expected cost of total meal
11.	Special menu item	11.	Price of individual menu item	11.	Price of individual menu item
12.	Special discounts, promotions	12.	Non-smoking section	12.	Non-smoking section
13.	Non-smoking section	13.	Special discounts, promotions	13.	Special discounts, promotions

TABLE I-21

IMPORTANCE OF PRICE OF INDIVIDUAL MENU ITEM BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	16.3%	14.8%	31.1%
Slightly important	12.8%	9.4%	11.0%
Somewhat important	31.6%	25.9%	27.0%
Important	18.4%	28.9%	14.2%
Very important	19.4%	21.1%	16.8%

TABLE I-22

IMPORTANCE OF CONVENIENT LOCATION BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	7.5%	11.2%	21.2%
Slightly important	6.5%	8.7%	18.3%
Somewhat important	14.6%	17.4%	19.6%
Important	22.8%	33.8%	18.9%
Very important	46.8%	27.6%	21.8%

TABLE I-23

IMPORTANCE OF QUALITY OF FOOD BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	2.7%	1.4%	0.4%
Slightly important	2.5%	1.4%	0.2%
Somewhat important	11.3%	5.8%	1.3%
Important	31.9%	26.3%	20.8%
Very important	50.3%	64.9%	77.4%

TABLE I-24

IMPORTANCE OF FAST SERVICE BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	4.5%	6.7%	15.1%
Slightly important	5.3%	9.0%	9.8%
Somewhat important	16.1%	23.5%	30.8%
Important	34.7%	33.7%	23.8%
Very important	37.9%	26.8%	20.4%

TABLE I-25

IMPORTANCE OF VARIETY OF MENU ITEMS BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	14.5%	4.3%	4.7%
Slightly important	17.1%	6.4%	3.7%
Somewhat important	28.7%	24.7%	28.0%
Important	22.5%	37.0%	36.7%
Very important	15.3%	26.9%	26.4%

TABLE I-26

IMPORTANCE OF ATMOSPHERE BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	17.3%	4.3%	0.6%
Slightly important	11.4%	5.2%	1.1%
Somewhat important	19.0%	16.5%	11.0%
Important	27.4%	38.2%	30.2%
Very important	22.6%	35.2%	57.1%

TABLE I-27

IMPORTANCE OF NON-SMOKING SECTION BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	52.9%	43.1%	54.6%
Slightly important	7.6%	6.9%	9.8%
Somewhat important	6.7%	10.8%	10.1%
Important	10.6%	16.6%	7.1%
Very important	16.8%	20.4%	16.7%

TABLE I-28

IMPORTANCE OF NUTRITIOUS FOOD BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	12.4%	6.6%	9.2%
Slightly important	9.8%	4.4%	4.8%
Somewhat important	22.7%	18.6%	22.5%
Important	29.3%	35.5%	32.9%
Very important	24.4%	34.7%	30.6%

TABLE I-29

IMPORTANCE OF CONVENIENT PARKING BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	9.3%	8.8%	14.8%
Slightly important	3.6%	7.7%	10.6%
Somewhat important	16.8%	21.2%	22.5%
Important	35.6%	31.9%	24.5%
Very important	32.1%	30.0%	27.1%

TABLE I-30

IMPORTANCE OF SPECIAL MENU ITEM BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	25.1%	18.9%	17.2%
Slightly important	15.2%	7.1%	4.5%
Somewhat important	22.2%	20.5%	26.0%
Important	21.5%	31.7%	21.5%
Very important	14.1%	21.1%	30.8%

TABLE I-31

IMPORTANCE OF SPECIAL DISCOUNTS, PROMOTIONS BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	42.7%	58.0%	77.8%
Slightly important	13.0%	11.7%	10.0%
Somewhat important	13.8%	9.9%	4.6%
Important	10.6%	10.5%	3.4%
Very important	16.4%	7.7%	3.5%

TABLE I-32

IMPORTANCE OF FRIENDLY SERVICE BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	4.1%	1.9%	0.5%
Slightly important	3.2%	1.2%	0.5%
Somewhat important	14.4%	10.8%	9.9%
Important	34.0%	38.9%	31.8%
Very important	43.0%	47.2%	57.3%

TABLE I-33

IMPORTANCE OF EXPECTED COST OF TOTAL MEAL BY RESTAURANT TYPE

DEGREE OF IMPORTANCE	FAST FOOD RESTAURANTS	FAMILY RESTAURANTS	ATMOSPHERE RESTAURANTS
Not at all important	7.4%	..4%	23.4%
Slightly important	6.8%	7.9%	17.1%
Somewhat important	18.5%	21.6%	22.8%
Important	36.7%	35.9%	23.7%
Very important	29.1%	26.8%	12.9%

SECTION II

CONSUMER DECISION MAKING PROCESS FOR FAST FOOD RESTAURANTS

HIGHLIGHTS FOR SECTION II

- Families with children tend to eat at fast food restaurants because of lack of time. Four out of ten individuals from this household type cited lack of time as the primary reason for going to a fast food place.
- Forty-five percent of the households with a working wife or mother said they eat at quick service restaurants because of lack of time versus a significantly lower 28.1 percent for non-working wife households.
- Most people decide to eat at fast food restaurants while at home, but a significant proportion of people from multi-wage earner households and from working wife households make the decision while at work.
- People from upper income households are especially likely to make "spur-of-the-moment" decisions to eat at fast food restaurants. Eight out of ten made the decision less than eight hours before going there.
- Married couples with no children, people from two or more wage earner families and people from families with a working wife or mother all tend to select the fast food restaurant immediately before the visit.
- Children in working mother families have more say in the entire decision making process than do children with non-working mothers.
- Respondents from all demographic segments rated food quality as the most important attribute considered when selecting a fast food restaurant.
- Most demographic groups consider friendly service to be an important attribute when choosing a fast food restaurant. However, people from married couple/no children households, working wife households and Westerners place more importance on the service being fast.
- Convenient location is critical to the fast food restaurant selection process for middle and upper income households, multi-wage earner households and households with a working wife or mother.
- The availability of any special discounts or promotions is not important to the vast majority of people from all demographic groups when they select a fast food place. However, a significant proportion of individuals from households with children under 13, from lower income households and from non-working wife or mother families place some importance on this attribute.

SECTION II

CONSUMER DECISION MAKING PROCESS FOR FAST FOOD RESTAURANTS

IN THIS SECTION:

- Background on consumer eating out habits at fast food restaurants -- frequency of eating out, favorite restaurant types, reasons for eating out.
- Making the decision to eat at a fast food restaurant -- where and when the decision is made, who makes the decision, why people eat at fast food restaurants, degree of difficulty to prepare same meal.
- Important attributes in choosing a fast food restaurant -- price, service, food, convenience and ambiance.

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1. Frequency Of Eating At Fast Food Restaurants

Understanding consumer eating out habits is very beneficial to understanding how different groups of consumers make the decision to eat at a fast food restaurant. As a result, respondents were asked whether or not they had ever eaten at a fast food place, their frequency of eating at such places and their reasons for eating at this type of restaurant.

Over ninety percent of those interviewed said they had eaten at a fast food restaurant at one time versus only nine percent who had not done so. A look at the many demographic segments shown in Tables II-1 through II-3 reveals that households with children, incomes above $20,000 and where the wife or mother works have a larger proportion of respondents who have eaten at a fast food restaurant at some time or another. Ninety-eight percent of the individuals from households with children 13 and over and 96.2 percent of those with children under 13 have eaten at a fast food restaurant. The corresponding proportions for singles and married couples with no children are 87.5 percent and 85.3 percent. In addition, 94.9 percent of the households where the wife or mother works have eaten at a fast food restaurant versus a lower 88.8 percent for non-working wife households.

Singles and households with children eat more frequently at fast food establishments than do married couples with no children. Twenty-seven percent of the singles reported that they eat at fast food places an average of four to seven times each month and an additional 24 percent do so more than seven times a month. For households with children under 13, more than one-third (36.5 percent) eat at a fast food restaurant four to seven times each month and 22.2 percent do so more than seven times. The corresponding proportions for families with children 13 and over are a higher 40.9 percent and 28.3 percent. In comparison, 32.1 percent of the married couple households eat at a fast food restaurant four to seven times a month and 21.4 percent do so more than seven times.

Upper and middle income households and households where there are two or more wage earners are also more frequent fast food patrons. Nearly two-thirds of the respondents from households earning between $20,000 and $29,999 and six out of ten earning $30,000 or more reported that they eat out four or more times a month at fast food restaurants. In comparison, a lower 52.4 percent of those from lower income households dine out this frequently. Two-thirds of the individuals from two or more wage earner households stated that they eat at fast food establishments an average of four or more times a month versus 51.5 percent for single wage earner households.

People from the South and the West are more frequent fast food customers than are people from the Midwest and the Northeast. More than six out of ten respondents from the South and West reported that they visit fast food places four or more times a month versus five out of ten for those from the Midwest and the Northeast.

2. Favorite Fast Food Restaurant Types

Singles and married couples with no children are less likely to have a favorite fast food restaurant than are families with children. (See Table II-1.) Sixty-five percent of the singles and 53.6 percent of the married couple households said they did not have a favorite fast food restaurant. In comparison, only 38 percent of the families with children under 13 and 38.9 percent of those with children 13 and over do not have a preferred fast food restaurant.

Individuals from lower income households, from families where the wife or mother does not work and from the Northeast are less likely to have a favorite fast food restaurant. More than half the respondents with these characteristics reported that they did not have a favorite fast food place.

Hamburger fast food restaurants are most favored by all demographic groups. Well over half, and in some cases six out of ten, stated that their favorite fast food place specializes in hamburgers. More than sixty percent of the respondents from families with children under 13 years old, from lower income households, from single wage earner households, Midwesterners and Westerners said their most liked fast food place serves primarily hamburgers. Roast beef restaurants are more popular with singles (9.8 percent), middle income households (7.4 percent) and Northeasterners (11.9 percent). Pizza is preferred by people from families with children under 13 (7.8

percent) and with children 13 and over (6.7 percent). In addition upper income families and families with two or more wage earners are more inclined to choose a pizza restaurant as their favorite.

Chicken restaurants are more popular with singles, where 23.2 percent reported that their favorite fast food restaurant specializes in chicken. Households with teenagers and lower income households also display a preference for chicken restaurants.

Regional differences in favorite fast food restaurants closely parallel overall regional food preferences. Northeasterners reported their favorite fast food establishment specializes in roast beef, pizza and of course hamburgers. Midwesterners prefer chicken, pizza and roast beef as well as hamburgers. Southerners show a preference for chicken, while Westerners prefer Mexican and other ethnic restaurants.

3. Reasons For Eating At Fast Food Restaurants

People eat at fast food restaurants for a variety of reasons, and distinct differences exist among all the demographic groups shown in Tables II-4 through II-6. Lack of time followed by convenience are the two most often cited reasons for eating at fast food places for all groups. However, households with children are more inclined to eat at fast food establishments because of lack of time. Thirty-nine percent of the respondents from households with children under 13 and 42.8 percent of those from households with children 13 years old and older stated that they go to a fast food restaurant because of lack of time. The corresponding proportions for singles and married couples are 28.3 percent and 36.5 percent. Singles go to fast food restaurants for convenience, with 17.3 percent reporting that their primary reason for going to a quick service restaurant was for convenience and 12.5 percent because they do not want to cook or clean up.

Lack of time was the most often cited reason for eating at a fast food restaurant for all three income groups. However, individuals from upper income households are more likely to go to fast food places because it is convenient. Two out of ten respondents from households with incomes of $30,000 or more reported that their primary reason for going to a fast food restaurant is because it is convenient to do so. In comparison, 14.8 percent of the middle income households and 8.6 percent of the lower income households gave this as their primary reason.

Forty-five percent of the households with a working wife or mother said they eat at quick service restaurants because of lack of time versus a significantly lower 28.1 percent for non-working wife households. These working wives have less time for meal preparation making eating out necessary.

Over half (55.7 percent) the Westerners reported that they eat at fast food restaurants because of lack of time versus 36.8 percent for Southerners, 32 percent for Midwesterners and 31.2 percent for Northeasterners. Sixteen percent of the Northeasterners choose a fast food restaurant because it is convenient and 12.8 percent do so when they are out shopping. Shopping and convenience are also reasons why Southerners eat at fast food restaurants.

Celebrating a special occasion such as a birthday or anniversary or choosing a place for a business meeting are the least likely reasons for eating at a fast food restaurant for all demographic groups.

4. Meal Last Eaten At A Fast Food Restaurant

Respondents were asked about their most recent visit to a fast food restaurant and how they made the decision to eat at this type of eating place. Analysis of the information from these questions provides considerable insight into where and when the decision to eat away from home at a fast food restaurant is made and who is involved in the decision making process for various demographic groups.

When asked which meal they ate at a fast food restaurant, most people said they ate out for either lunch or dinner. Singles and individuals from households with teenagers are more likely to eat at fast food places for lunch than for dinner. Forty-two percent of the singles and 46.2 percent of the respondents representing households with children 13 to 17 years old had lunch at a fast food restaurant recently, while the corresponding proportions for dinner are a lower 40.5 percent and 41 percent. Married couple households and households with children under 13 are more likely to eat at fast food establishments for dinner than for lunch as shown in Table II-7. In addition, a relatively high proportion of singles, 8.6 percent, ate out for breakfast. Also, nearly ten percent of the people from households with children 13 and over ate a snack at a fast food restaurant.

Over half (55.3 percent) the individuals from households earning $30,000 or more ate out for dinner at a fast food establishment. The corresponding proportions for lower and moderate income households were 45.8 percent and 48.4 percent.

Individuals from two or more wage earner households and households where the wife or mother works are more likely to dine at fast food restaurants for dinner. (Readers should note that these people said they eat at quick service restaurants because of lack of time or because it is convenient. They may feel more time pressures in the evening and opt to have this meal away from home.) Fifty-two percent of the multi-wage earner households ate out for dinner at a fast food restaurant versus 47 percent for one earner households. Single wage earner households are more likely to eat at fast food places for breakfast or for a snack than are multi-wage earner households, as shown in Table II-8. A considerably larger proportion of working wife households ate out for dinner than did non-working wife households, 53.7 percent compared with 45 percent. On the other hand, 42.3 percent of the respondents from households where the wife or mother does not work ate out for lunch recently at a fast food restaurant, while the proportion for households where she works was a lower 34.6 percent. Differences in scheduling work, leisure and homemaking chores between these two groups explains, in part, why the meal occasion eaten at a fast food restaurant can vary.

Westerners are more likely to eat at fast food establishments for lunch (51.9 percent) than dinner (39.6 percent), while a relatively large proportion of Northeasterners (11.1 percent) ate out for a snack.

5. Where And When The Fast Food Restaurant Decision Is Made

The majority of respondents from all demographic groups made the decision to eat at a fast food restaurant while they were at home. Forty-five percent of the singles, married couples with no children and families with children under 13 made the decision while at home compared with a lower 39 percent for families with teenagers. Two out of ten respondents from married couple/no children households and 18.6 percent of those from households where teenagers are present decided to eat at a fast food restaurant while they were at work. A relatively large proportion of singles, 20.2 percent, made the decision to patronize a fast food place while traveling.

A significantly larger proportion of single wage earner families and families with a non-working wife made the decision to eat out while at home, and a relatively large percentage of two or more wage earner and working wife households made the decision at work. Over half (51.8 percent) the one earner families and 48.3 percent of the families with a non-working wife decided to eat at a fast food restaurant when they were at home. The corresponding proportions for multi-earner and working wife or mother households are 38.1 percent and 41.5 percent. In addition, over one-fourth (27.4 percent) of the respondents from two or more wage earner households and 24.3 percent of those from working wife households made the decision while at work.

More than seven out of ten respondents from all demographic groups made the decision to eat at a fast food restaurant shortly before going there, i.e., less than eight hours before. However, respondents from families with teenagers, households with incomes over $30,000 and Westerners are more likely to make a "spur-of-the-moment" decision. Approximately eight out of ten of these individuals decided to eat out less than eight hours before going to the restaurant. This information on little prior planning before eating at a fast food restaurant helps support the belief that the majority of the occasions at a fast food restaurant are considered necessary. Discretionary dining out usually involves a longer decision making process as economic and personal trade-offs are considered.

An overwhelming majority of respondents from all demographic groups decide which fast food restaurant to go to at the same time they decide to go out to eat. This is especially true for those from households with teenagers (76.9 percent), households with incomes over $30,000 (74.1 percent), two or more wage earner households (71.7 percent), families with an employed wife or mother (70.7 percent) and Midwesterners (74.8 percent). On the other hand, people from married couple/no children households, lower income families and Southerners are more likely to make the decisions separately.

Individuals from married couple/no children households are more likely to decide on the fast food place immediately before going there. Nearly eight out of ten chose the restaurant immediately before their visit compared with 41.8 percent for singles, 50 percent for households with teenagers and 60.5 percent for households with children under 13. Two-thirds of the respondents from middle income households chose the restaurant immediately before going there and 22.4 percent did so within two hours.

Respondents from two or more wage earner families and from families with a working wife or mother tend to choose the fast food restaurant immediately before the visit. Sixty-two percent of those from multi-earner households and 69.3 percent of those from working wife households decided on the restaurant immediately before going there. The corresponding proportions for one earner and non-working wife households are a considerably lower 55.7 percent and 50.8 percent. A relatively large proportion of single earner households, 6.3 percent, decided which restaurant more than a day in advance of the visit. Households with at least two wage earners and those where the wife is employed are more likely to eat at fast food restaurants because of lack of time or because it is convenient. Because of this they tend to make the decision to eat at fast food restaurants at the last minute.

Midwesterners tend to choose the restaurant immediately before going there, while Westerners will usually decide within two hours. Sixty-nine percent of the individuals from the Midwest chose the restaurant just before the visit and another 17.8 percent did so within two hours. The corresponding proportions for Westerners are 34.5 percent and 51.3 percent. Northeasterners have a relatively high percentage who decide on the fast food restaurant earlier on the same day (10.7 percent) or more than a day in advance (10.8 percent).

6. Finding Out About The Fast Food Restaurant

Making the decision on which fast food restaurant to patronize is made somewhat easier by the fact that the vast majority of respondents from all demographic groups have been to the restaurant previously. This is especially true for individuals from households with teenagers, upper income households, single wage earner households and working-wife households where over ninety percent said they had been to the restaurant at some other time. On the other hand, individuals who have not been to the fast food place before are likely to be singles (16.4 percent), from lower income households (13.4 percent) and from non-working wife households (13.5 percent).

People find out about the fast food restaurants they go to in a variety of ways. The majority of respondents in all demographic segments knew of the fast food place they had been to recently or had seen the establishment. Families with teenagers are more likely to have always known about the restaurant, while other family types have seen the place or passed by it. Nearly four out of ten respondents from households with children 13 and over stated that they had always known about the fast food restaurant they had been to recently versus 23.9 percent who had seen the establishment. The corresponding proportions for the other household types are 25 percent versus 32.8 percent for singles, 25.8 percent versus 44.1 percent for married couples with no children and 29.7 percent versus 36.7 percent for families with children under 13.

Lower and middle income households tend to know about a fast food restaurant because they have seen it, while upper income households have always known about the restaurant. Thirty-two percent of the individuals from lower income families and 44.9 percent of those from middle income ones stated that they had seen the fast food restaurant they had been to recently. Thirty-two percent of the respondents from households earning $30,000 or more said they had always known about the fast food place compared with a lower 28.3 percent for those from households earning under $20,000 and 23.3 percent for the $20,000 to $29,999 segment.

Two or more wage earner households and households with a working wife or mother are more likely to have seen the fast food restaurant. Approximately four out of ten respondents from these segments reported that they had previously seen the fast food place they had been to recently. Single wage earner households and households with a non-working wife or mother are equally likely to have always known about the fast food establishment or to have seen it. About three out of ten individuals from these household segments stated that they had always known about or had seen the restaurant they had been to recently.

7. Influence Of Party Members On The Decision To Eat At A Fast Food Restaurant

Information on party size, party composition and influence or party members on the decision to eat at a fast food restaurant varies for different demographic groups. For example, spouses have considerable influence in the decision making process for married couple/no children households, and children have substantial say for households with children. In the following paragraphs highlights of this information will be presented for selected segments.

SINGLES

Not surprisingly, over half, 51.8 percent, the singles are usually in parties of only one person, and this is significantly higher than the all respondent average of 19.1 percent. However, one-fourth of the singles are in parties of two and 11.5 percent are in parties of three people. Friends or adult relatives are the most likely persons to be present when singles dine at a fast food place, as shown in Table II-10. These party members are likely to have more influence on the actual decision to eat out than on the choice of restaurant, according to the responses for this demographic group. More than eight out of ten influenced the decision to eat out compared with six out of ten of the friends or relatives present who helped choose the fast food restaurant. In fact these individuals had more say in the actual decision than did the single respondent as shown by the fact that 57.1 percent influenced the decision to eat out and 54.5 percent helped select the restaurant. (Readers are reminded that these figures for single respondents are only when at least one other person was present.)

MARRIED COUPLE/NO CHILDREN

Nearly two-thirds of the respondents from married couple/no children households stated they are in parties of two persons compared with a considerably lower all respondent average of 34 percent. In addition, 21.6 percent of the parties are comprised of three or more individuals. Spouses are most likely to accompany this respondent group when eating at a fast food restaurant, while children are not likely to be present. Individuals from this demographic group reported that eight out of ten parties included a spouse and only one out of ten included a child or teenager. Interviewees said that spouses have nearly equal influence on the decision to eat out (59 percent) and the choice of restaurant (57.3 percent). However, the respondent from this family type had considerable say in the decision making process, with 70.2 percent reporting that they influenced the decision to eat out and 60.9 percent helped select the fast food restaurant.

HOUSEHOLDS WITH CHILDREN UNDER 13

Respondents from families where children under 13 are present stated that their group at a fast food restaurant will usually have two (23.2 percent), three (22.5 percent) or four (26 percent) persons. The other people present will usually include a spouse and/or a child 12 and under. Fifty-six percent of the parties include a spouse and 73.3 percent include a child. The respondent and the spouse have the most say in the decision to eat out as well as the choice of restaurant, as shown in Table II-10. However, a significant proportion of the children are an integral part of the decision making process, especially when it comes to the choice of a restaurant. The people interviewed for this survey indicated that of the parties which included children, 26.7 percent of these young people influenced the decision to eat out and 37.6 percent helped select the restaurant.

HOUSEHOLDS WITH CHILDREN 13 AND OVER

Respondents from households with teenagers are usually in groups of one, two or three persons at fast food restaurants. In addition, a relatively large proportion (16.4 percent) are in parties of five or more members compared with only 12 percent for all respondents. Other party members are likely to include a spouse (57.3 percent), teenagers (43.8 percent), other relatives (33.3 percent) and friends (32.3 percent). A greater proportion of other relatives influence the decision making process than do other party members. Respondents said that seventy-two percent of the other relatives present influenced the decision to eat out and 59.4 percent helped select the restaurant. Teenagers also have considerable say in eating at fast food restaurants. Thirty-six percent of the people 13 to 17 years old who were present at a recent fast food visit had a say in the decision to eat out, and a substantially higher 45.2 percent helped choose the restaurant, according to those interviewed. Friends who were members of the group also provide input in the decision making process, with respondents reporting that 38.5 percent influenced the actual decision to eat out and 42.3 percent influenced the choice of restaurant.

HOUSEHOLDS WITH ONE WAGE EARNER

Respondents from households with only one wage earner reported that they eat at fast food restaurants by themselves (23.2 percent) or in parties of two (28.6 percent), three (18.9 percent) or four (16.1 percent) persons. Other people present are likely to be a spouse, 57.9 percent of the parties, and/or children 12 and under, 55.1 percent of the parties. People surveyed said that the children present will have more say in the choice of restaurant than in the actual decision to eat out, 35.1 percent versus 22.1 percent. On the other hand, the respondent has the most influence on deciding whether or not to eat out, and the spouse has nearly equal influence on both parts of the decision. Although teenagers are present at only 16.2 percent of the fast food occasions for this respondent group, they have considerable input in the decision making process. Interviewees reported that forty-four percent of the teenage members influenced the decision to eat out and a larger 61.5 percent helped select the fast food restaurant.

HOUSEHOLDS WITH TWO OR MORE WAGE EARNERS

Households with two or more wage earners are likely to eat at fast food restaurants in parties of two, three or four members, as shown in Table II-11. Thirty-five percent of these indivduals dine out with one other person and 38.7 percent dine out with two or three people. Spouses are included in 58.7 percent of the fast food parties for this demographic group, and children 12 and under are members in 30 percent of the parties. Friends (25.8 percent) and teenagers (19.1 percent) are also likely to be included. Besides the respondent, spouses and friends will help decide whether or not to eat at a fast food restaurant. Respondents indicated that fifty-three percent of the spouses present and 53.2 percent of the friends influenced the decision to eat out. However, these individuals had less say in the choice of restaurant. Children and teenagers are more likely to help choose the restaurant than to help decide whether or not to eat out. Those interviewed said forty-two percent of the children 12 and under who were present at a recent fast food occasion helped select the restaurant versus a lower 27.8 percent who had an influence on the decision to eat out. The corresponding proportions for children 13 to 17 years old present are 42 percent and 30 percent.

HOUSEHOLDS WITH AN EMPLOYED WIFE OR MOTHER

Respondents from households with a working wife or mother stated that they usually eat at fast food restaurants in groups of two or three persons. Other members of the party may include a spouse, children or friends. Six out of ten parties for this demographic group include a spouse, 37.2 percent include children 12 and under, 21.2 percent include teenagers and 22 percent include friends. Besides the respondent, spouses and friends present have the greatest likelihood of influencing the decision to eat out but are less likely to help choose the restaurant. People surveyed reported that fifty-seven percent of the friends and 46.5 percent of the spouses influenced the decision to eat out versus 37.5 percent and 41.5 percent, respectively, who aided in the selection of a fast food restaurant. Children and teenagers exert more influence on the choice of restaurant than on the actual decision to eat out, according to respondents to this survey. Forty-three percent of the children 12 and under present helped select the fast food place versus a lower 30.3 percent who helped decide whether or not the family should eat away from home. The corresponding proportions for teenagers present are 50 percent and 30.4 percent.

HOUSEHOLDS WHERE THE WIFE OR MOTHER IS NOT EMPLOYED

Individuals from households where the wife or mother does not work outside the home reported that they eat at fast food restaurants alone (21.7 percent) or in groups of two (32.9 percent), three (16.1 percent) or four (16.7 percent) persons. Other members of the party will usually include a spouse, children 12 and under, relatives or friends. Spouses are included in 55.5 percent of the occasions for this demographic group, children 40.5 percent, relatives 26.6 percent and friends 23.7 percent. Spouses have nearly equal influence on the decision to eat out and on the choice of restaurant, and they are more influential than spouses from households where the wife or mother works. (See Table II-11.) Children tend to have more say in the choice of fast food restaurant than in whether or not to eat out. Respondents reported that three out of ten children present helped select the eating place versus less than two out of ten who helped decide whether or not to eat out. (Readers should note that children in working mother households have more say in the entire decision making process than do children with non-working mothers.) Teenage party members have equal input in the decision to eat out and in the choice of restaurant.

8. Degree Of Difficulty In Preparing Same Fast Food Restaurant Meal

Very few people (less than ten percent) from all demographic segments stated that their last visit to a fast food restaurant was for a special occasion. Many probably considered this meal out to be a necessary one in order to save time or because it was more convenient.

For most people surveyed the meal recently eaten at a fast food establishment would have been easy, or at most only somewhat difficult, to prepare at home. This is especially true for individuals from married couple/no children households where 46.9 percent reported it would be easy to prepare the same meal and another 25.6 percent said it would be somewhat difficult. On the other hand, a relatively large proportion of single respondents (13.5 percent) stated it would be impossible to fix the same meal. Singles probably find it difficult to prepare a meal for only one person and perceive eating out to be more convenient. Although 45.7 percent of the respondents from families with teenagers said it would be easy to prepare a similar fast food meal, 13.6 percent reported it would be impossible and an additional 13.6 percent said it would be very difficult.

Individuals from middle and upper income households are more likely to find preparing the meal recently eaten at a fast food place to be impossible or very difficult. This may be because these people are under more time constraints and eating at a fast food restaurant is convenient and necessary. Sixteen percent of the people from households earning $30,000 or more reported that it would be impossible to prepare a similar meal at home and 15.7 percent said it would be very difficult. The corresponding proportions for those from households earning between $20,000 and $29,999 are 15.2 percent and 17.3 percent. Respondents from lower income households believe that preparing the same meal would be easy (43.2 percent) or only somewhat difficult (33.1 percent).

Households with two or more wage earners are more likely to find fixing the same meal at home is impossible or difficult than are households with one wage earner. Thirteen percent of the individuals from two or more wage earner families said it would be impossible to prepare a meal similar to the one recently eaten at a fast food restaurant and 16.1 percent stated it would be very difficult. The corresponding proportions for one earner families are a significantly lower 10.4 percent and 11.6 percent. On the other hand, nearly half the respondents from single earner households (49.5 percent) said preparing the same meal would be easy versus 38.9 percent for those from multi-wage earner households.

Working wife families also tend to find preparing a meal similar to the one recently eaten at a fast food restaurant to be difficult. Fifteen percent of the respondents from these households reported it would be impossible to prepare the meal and 17.2 percent said it would be very difficult. In comparison, the respective figures for non-working wife households are a considerably lower 10.9 percent and 10.6 percent. Less time for meal preparation as well as busy schedules may explain why these multi-earner and working wife households tend to feel preparing a fast food meal is difficult, and for some, even impossible. These people most likely feel that their meals at fast food restaurants are necessary.

9. Attributes In Choosing A Fast Food Restaurant

Respondents were asked to indicate how important thirteen attributes are when choosing a fast food restaurant. All demographic groups said quality of food was most important and special discounts and the availability of a non-smoking section were of least importance. For most segments shown in Tables II-16 through II-20 friendly service is the second most important attribute considered when choosing a fast food eating establishment. However, respondents from married couple/no children households, working wife households and Westerners rate fast service ahead of friendly service. In addition, convenient location ranks second in importance for middle and upper income households, for two or more wage earner households, for households with a working wife or mother and for Northeasterners. Convenience is obviously of much importance to these people when choosing a fast food restaurant.

PRICE

All demographic segments shown in Tables II-16 through II-20 ranked the expected cost of the fast food meal ahead of the price of any individual menu item. However, certain groups ranked these two attributes higher than others, indicating that financial considerations are an integral part of the decision making process for some people. On the other hand, the availability of special discounts or promotions which can reduce the cost of the meal are not a necessary requirement for a fast food restaurant.

The expected cost of the meal is an important consideration when deciding which fast food restaurant to patronize for families with children and for families with lower incomes. Seventy-two percent of the people from households with children under 13 and 65.8 percent of those from households with teenagers reported that the expected cost of the meal was important or very important when selecting a fast food place. The corresponding proportions for singles and married couples are 61.6 percent and 56.5 percent.

More than three-fourths of the individuals from households with incomes less than $20,000 said that expected cost was important or very important compared with 65.4 percent for middle income respondents and only 41.4 percent for those in the upper income group. Financial factors such as the cost of the meal and the price of any individual menu item are more important considerations to lower income individuals.

The price of individual menu items is relatively important to people from lower income households, from single wage earner households, from households where the wife or mother works and Midwesterners. Approximately four out of ten individuals with these characteristics said the price of any individual menu item was very important or important to them when they recently chose a fast food restaurant to patronize. On the other hand, the price of any single menu item is of lesser importance to singles and people from upper income households. More than one-third of these respondents stated that this attribute was not at all important or only slightly important when selecting a fast food restaurant.

Most people from the various demographic segments shown in Tables II-21 through II-23 do not believe that special discounts are particularly important when selecting a fast food restaurant. Over half the respondents from households with teenagers (55.9 percent), households with incomes of $30,000 or more (59.2 percent) and from the West (54 percent) said the availability of special discounts was not at all important. In addition, a larger proportion than average of the people from married couple/no children households (43.3 percent), from two or more wage earner households (47.4 percent), from households where the wife works (45.4 percent) and from the Northeast (47 percent) reported that this attribute was not an important consideration when selecting a fast food eating establishment.

On the other hand, a relatively large number of respondents from households with children under 13 (18.4 percent), from lower income households (21.8 percent), from non-working wife or mother households (17.7 percent) and from the Midwest (18.2 percent) or the South (20 percent) said special discounts were very important to them when selecting a fast food restaurant. Individuals with these demographic characteristics tend to feel that special discounts and promotions make eating out more affordable, according to the results of NRA's "Consumer Reactions To And Use Of Restaurant Promotions."

FOOD

Individuals from all demographic groups believe the quality of food is the single most important factor to be considered when selecting a fast food restaurant. Most people are not looking for a variety of menu items when they eat at a fast food place nor are they particularly interested in any specific menu item. The nutritional value of the food served is of only moderate importance. Since the majority of people go to fast food restaurants for convenience or because they are busy, they tend to want the food to be good, but it is not necessary that there be a variety of items from which to choose.

The majority of people in all demographic segments believe that the quality of food served at fast food places is important. Half the respondents in nearly every group shown in Tables II-21 through II-23 reported that food quality is very important to them when selecting a fast food restaurant. However, a relatively low proportion of Westerners, 38.6 percent, said it was very important compared with a considerably higher all respondent average of 50.3 percent.

Singles and individuals with children under 13 tend to look for fast food places which serve nutritious food. Sixty-five percent of the single respondents and 60.3 percent of the respondents from families with children under 13 years old stated that nutritional value of the food served was important or very important to them when selecting a fast food restaurant. The corresponding figures for the other two family types are 46 percent and 38.1 percent. Individuals from families with teenagers do not believe that the nutritional value of the food served is as important. Fourteen percent said it was not at all important and 17.8 percent said it was only slightly important.

People from lower income households place more importance on the nutritional value of food served at fast food restaurants than do those from middle and upper income households. Sixty-two percent of the respondents from households earning less than $20,000 reported that nutritious food was important or very important when choosing a fast food place versus 51.4 percent for middle income respondents and only 36.9 percent for upper income respondents. On the other hand, nearly two out of ten individuals from families earning $30,000 or more said the nutritional value of the food served was not an important consideration when deciding which fast food restaurant to patronize.

Single wage earner families and families with a non-working wife or mother tend to look for restaurants which serve nutritious food. Nearly six out of ten respondents from these demographic segments stated that the nutritional value of the food served was important or very important to them when choosing a fast food place.

Menu variety is not especially important to most people when selecting a fast food restaurant, as most probably go to a particular establishment for a specific type of food such as hamburgers, pizza or chicken. This is true for people from upper and middle income households, households with teenagers, families with no children and for Westerners and Northeasterners. However, a relatively large proportion of singles (49.2 percent) and persons from households with incomes under $20,000 (47.7 percent) reported that menu variety was very important or important to them when selecting a fast food restaurant.

The availability of any specific menu item is not of particular concern to most individuals, but some groups are likely to place a greater degree of importance on this attribute when selecting a fast food restaurant.

Singles are not particularly interested in whether or not a fast food restaurant offers a special menu item, while married couple/no children households are more interested in this attribute. One-third of the single respondents reported that a specific item was not at all important to them when choosing a fast food restaurant compared with a lower 25.1 percent for all respondents. Four out of ten individuals from married couple/no children families reported that a special menu item is important or very important when selecting a fast food eating place.

Upper income respondents are equally likely to say a special menu item is important or that it is not important. Three out of ten reported that this attribute is not at all important and an additional three out of ten said it was important or very important. On the other hand, individuals from lower and middle income households are more likely to consider the availability of a special menu item a necessary factor when choosing a fast food restaurant.

Southerners tend to look for special menu offerings when selecting a fast food place. Forty-three percent stated that the availability of a special menu item was important or very important. The corresponding proportions for the other regions are lower -- 28.6 percent for Northeasterners, 32.7 percent for Midwesterners and 27.5 percent for Westerners.

SERVICE

Service is especially important to people from all demographic segments when selecting a fast food restaurant. Most people want the service to be friendly and fast. However, some place more importance on fast service than on friendly service.

Friendly service is very important to people from all demographic groups when selecting a fast food restaurant. This is especially true for families with children of all ages, lower income households, single wage earner households, non-working wife or mother families, Midwesterners and Southerners where more than four out of ten respondents in each of these groups said friendly service was very important to them when choosing a fast food restaurant. On the other hand, a relatively large proportion of people from families with children under 13 (5.4 percent), from upper income households (6.3 percent), from households with one wage earner (4.9 percent), from working wife households (4.9 percent) and from the West (7.1 percent) said friendly service was not at all important to them. Many of these people place greater emphasis on fast service as opposed to friendly service when selecting a fast food establishment.

Fast service is more important when selecting a fast food restaurant to people who face considerable time constraints. Forty-one percent of the respondents from two or more wage earner households said that fast service is very important to them when choosing a fast food place versus 37.6 percent for single earner households. A similar situation exists for working wife versus non-working wife families, 42.7 percent compared with a considerably lower 33.6 percent. Singles do not find fast service to be extremely important. Only twenty-four percent said it was very important, but an additional 49.2 percent said it was important.

CONVENIENCE

Convenience factors rank very high with people who eat at fast food restaurants. The majority eat at this type of restaurant because of lack of time or because it is convenient, and as a result, they want a restaurant which is conveniently located and which has adequate and accessible parking. Middle and upper income respondents, respondents from households with two or more wage earners, respondents from families where the wife or mother is employed and Northeasterners rank convenient location as the second most important factor considered when selecting a fast food restaurant. These consumers' busy lifestyles probably force them to place more importance on convenient location than others. In addition, all demographic segments represented in Tables II-16 through II-20 rank conveneint parking relatively high among this list of thirteen attributes.

Location is important to respondents from all demographic groups when choosing a fast food restaurant, and it is particularly important to households with working wives or mothers, upper income households and Midwesterners. More than six out of ten individuals from all segments reported that location was either very important or important to them when selecting a fast food place. Fifty-three percent of the people from households earning $30,000 or more stated location was very important compared with a lower 50.5 percent and 42.2 percent for those from middle and lower income families. Forty-nine percent of the respondents from families where the wife or mother works said location was very important to them when choosing a fast food restaurant versus 44 percent for non-working wife households. People from upper income families and families where the wife or mother works may be faced with greater time constraints than those from other demographic segments, and as a result, they want the fast food place to be near by to save time.

A fast food restaurant's ability to offer convenient parking is especially appealing to people from married couple/no children families and from families with teenagers. Three-fourths of the respondents from married couple households and seven out of ten of those with teenagers reported that convenient parking is an important or very important consideration when choosing a fast food restaurant. On the other hand, a relatively large proportion of singles, 13.7 percent, said convenient parking was not at all important.

Seven out of ten people from middle and lower income households stated that the availability of convenient parking is important to them when selecting a fast food place versus 63.7 percent for upper income respondents.

A relatively large proportion of respondents from two or more wage earner households (11.5 percent) and from households with a working wife (10.4 percent) stated that convenient parking is not necessary. In addition, Southerners are more concerned that the fast food restaurant offers convenient parking -- 69.3 percent said this was either important or very important.

AMBIANCE

Although the degree of importance of atmosphere and the availability of a non-smoking section varies according to different demographic segments, most rank these factors as being somewhat unimportant when they choose a fast food restaurant. Many are probably looking for a good, quick and relatively inexpensive meal, and do not feel that their surroundings need to be luxurious. In addition, a large proportion of individuals who eat at fast food places take the food off premise to consume and are not aware of the interior decor of the restaurant.

Differences in the degree of importance of atmosphere when selecting a fast food restaurant can be noted among the various demographic groups shown in Tables II-21 through II-23. Singles and married couples feel atmosphere is more important than do individuals from other family types. Fifty-two percent of the single respondents and those from married couple/no children households stated that atmosphere was very important or important to them when choosing a fast food restaurant compared with 46.3 percent for those from families with children under 13 and 48.3 percent for those from families with teenagers.

People from lower income households also consider atmosphere to be necessary when eating at fast food restaurants, with 62.2 percent reporting it is important or very important. The corresponding proportions for middle and upper income groups are substantially lower, 35.9 percent and 34.2 percent. Members of lower income households dine out less frequently than do people from middle and upper income households and may look for more atmosphere to add to their eating out experience at fast food restaurants.

A relatively high proportion of individuals from two or more wage earner households and from households where the wife or mother works outside the home stated that atmosphere is not essential to them when selecting a fast food restaurant. Eighteen percent of the multi-earner families and 19.3 percent of the working wife families reported that atmosphere is not at all important compared with an all respondent average of 17.3 percent.

The majority of respondents from all demographic groups do not feel that the availability of a non-smoking section is an important consideration when choosing a fast food restaurant. This is especially true for married couple/no children households (58.1 percent), upper income households (61.8 percent), two or more wage earner households (60.1 percent), working wife or mother households (59.9 percent) and Northeasterners (59.8 percent). On the other hand, a relatively high proportion of individuals from families with incomes between $20,000 and $29,999 (19.1 percent), households with children under 13 (17.7 percent), households where the wife or mother is not employed (17.5 percent) and Southerners (17.6 percent) reported that the availability of a non-smoking section is very important to them when choosing a fast food restaurant.

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TABLE II-1

EATING OUT BEHAVIOR AT FAST FOOD RESTAURANTS BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

	TOTAL RESPONDENTS	HOUSEHOLD TYPE				HOUSEHOLD INCOME		
		SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Ever eaten at fast food restaurant?								
Yes	91.3%	87.5%	85.3%	96.2%	98.0%	87.7%	97.6%	95.5%
No	8.7%	12.5%	14.7%	3.8%	2.0%	12.3%	2.4%	4.5%
Number of times eat out each month								
1	16.0%	23.1%	19.7%	11.4%	11.8%	16.8%	14.6%	15.4%
2	14.8%	18.1%	17.7%	13.9%	8.7%	17.5%	9.5%	14.6%
3	11.5%	8.0%	9.0%	16.0%	10.2%	13.3%	9.3%	10.5%
4	18.7%	18.4%	14.2%	21.2%	25.2%	17.3%	19.7%	20.7%
5	6.8%	2.5%	9.4%	9.4%	2.4%	6.5%	8.5%	6.2%
6	5.4%	5.6%	4.5%	4.9%	10.2%	4.9%	9.8%	3.3%
7	2.0%	0.3%	4.0%	1.0%	3.1%	1.3%	2.0%	3.3%
More than 7	24.7%	24.0%	21.4%	22.2%	28.3%	22.4%	26.5%	26.2%
Do you have a favorite fast food restaurant?								
Yes	51.7%	34.7%	46.4%	62.0%	61.1%	48.2%	53.9%	57.0%
No	48.3%	65.3%	53.6%	38.0%	38.9%	51.8%	46.1%	43.0%
What type of food does it specialize in?								
Hamburger	58.3%	53.9%	55.1%	61.2%	55.6%	60.3%	55.1%	56.5%
Roast beef	5.1%	9.8%	1.5%	6.8%	4.4%	4.4%	7.4%	4.7%
Steak/beef	1.3%	--	3.2%	0.5%	1.1%	1.2%	3.1%	--
Pizza	6.6%	3.2%	5.9%	7.8%	6.7%	5.2%	7.5%	8.6%
Chicken	9.7%	23.2%	7.6%	5.8%	13.3%	10.6%	9.8%	7.7%
Mexican	2.4%	1.1%	0.7%	2.1%	6.7%	2.6%	2.3%	2.2%
Other ethnic	1.0%	--	4.2%	--	--	0.2%	2.7%	1.6%
Seafood/fish	3.0%	1.8%	--	4.2%	5.6%	4.4%	1.7%	2.1%
Continental	0.4%	--	1.7%	--	--	0.9%	--	--
All types	1.9%	--	3.5%	1.0%	3.3%	2.1%	0.7%	2.1%
Beef/seafood	1.0%	4.3%	--	--	--	0.6%	2.6%	--
All Others	8.4%	1.7%	15.3%	9.5%	3.3%	6.1%	6.5%	14.4%
Do not know	0.9%	1.1%	1.3%	1.0%	--	1.5%	0.8%	--

TABLE II-2

EATING OUT BEHAVIOR AT FAST FOOD RESTAURANTS BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Ever eaten at fast food restaurant?				
Yes	93.8%	95.6%	94.9%	88.8%
No	6.2%	4.4%	5.1%	11.2%
Number of times eat out each month				
1	18.5%	11.7%	16.3%	15.5%
2	15.8%	11.2%	11.9%	18.0%
3	14.0%	9.9%	11.5%	10.9%
4	17.7%	19.4%	19.3%	19.2%
5	6.1%	8.7%	7.5%	5.1%
6	6.7%	4.5%	4.7%	6.4%
7	0.5%	3.7%	3.4%	1.0%
More than 7	20.5%	30.9%	25.4%	23.7%
Do you have a favorite fast food restaurant?				
Yes	53.4%	54.0%	55.8%	49.9%
No	46.6%	46.0%	44.2%	50.1%
What type of food does it specialize in?				
Hamburger	60.3%	55.2%	56.5%	58.6%
Roast beef	4.5%	5.2%	3.0%	7.2%
Steak/beef	1.1%	1.8%	1.7%	1.0%
Pizza	4.6%	9.5%	8.7%	4.9%
Chicken	10.4%	10.3%	10.3%	9.6%
Mexican	1.9%	3.3%	3.3%	1.5%
Other ethnic	0.1%	2.4%	2.3%	--
Seafood/fish	4.4%	2.1%	3.7%	2.4%
Continental	--	--	--	0.8%
All types	0.8%	2.8%	2.6%	1.3%
Beef/seafood	0.5%	1.4%	0.8%	1.3%
All Others	10.3%	6.1%	7.0%	9.8%
Do not know	1.2%	--	--	1.5%

TABLE II-3

EATING OUT BEHAVIOR AT FAST FOOD RESTAURANTS BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Ever eaten at fast food restaurant?				
Yes	91.2%	94.2%	89.0%	92.8%
No	8.8%	5.8%	11.0%	7.2%
Number of times eat out each month				
1	24.7%	13.2%	13.7%	17.8%
2	14.4%	18.3%	13.6%	10.2%
3	11.6%	13.5%	11.6%	8.1%
4	17.3%	18.8%	18.7%	21.3%
5	5.2%	7.4%	4.8%	13.4%
6	7.0%	8.6%	1.9%	1.5%
7	2.8%	0.6%	2.6%	3.6%
More than 7	16.9%	19.5%	33.2%	23.9%
Do you have a favorite fast food restaurant?				
Yes	47.9%	52.6%	52.2%	51.5%
No	52.1%	47.4%	47.8%	48.5%
What type of food does it specialize in				
Hamburger	58.6%	66.0%	44.8%	70.2%
Roast beef	11.9%	6.0%	2.0%	3.1%
Steak/beef	3.1%	--	1.7%	1.7%
Pizza	12.0%	6.2%	5.8%	4.1%
Chicken	0.7%	8.0%	15.9%	6.3%
Mexican	--	--	4.2%	7.2%
Other ethnic	1.8%	--	1.5%	1.9%
Seafood/fish	2.9%	0.8%	6.4%	--
Continental	--	--	1.2%	--
All types	1.2%	1.3%	2.6%	2.9%
Beef/seafood	1.2%	0.7%	1.8%	--
All Others	6.0%	9.3%	11.6%	2.6%
Do not know	0.7%	1.7%	0.5%	--

TABLE II-4

PRIMARY REASON FOR DINING AT FAST FOOD RESTAURANTS BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
PRIMARY REASON	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Lack of time	36.8%	28.3%	36.5%	39.2%	42.8%	32.2%	43.8%	37.5%
Good place for children	1.2%	--	1.1%	2.0%	0.8%	1.0%	1.2%	1.0%
Inexpensive	1.1%	--	3.2%	0.7%	--	1.3%	1.2%	0.9%
Out shopping	9.9%	17.5%	8.5%	8.1%	11.3%	12.5%	6.8%	7.8%
Traveling	5.4%	1.8%	7.6%	4.7%	6.8%	5.7%	5.5%	5.7%
Birthday	0.4%	--	0.6%	0.3%	0.8%	0.8%	--	--
Location	2.5%	2.8%	3.5%	1.4%	3.0%	1.5%	0.9%	6.0%
Convenience	13.1%	17.3%	9.9%	13.5%	15.0%	8.6%	14.8%	21.3%
Like to eat out	4.2%	3.6%	4.0%	6.4%	1.5%	4.7%	4.1%	4.0%
Don't want to cook/clean up	8.1%	12.5%	6.3%	7.1%	6.0%	9.8%	7.9%	4.6%
Anniversary	0.1%	--	0.2%	--	--	--	--	--
Other special occasion	1.6%	0.7%	1.6%	2.0%	0.8%	1.8%	1.5%	0.6%
Business meeting	0.2%	--	0.4%	--	0.8%	0.1%	--	0.3%
No special reason	1.6%	--	3.8%	1.7%	--	2.2%	0.8%	1.7%
Date	--	--	--	--	--	--	--	--
Night out	1.3%	0.7%	1.3%	1.7%	1.5%	1.1%	1.8%	0.9%
All other reasons	10.0%	11.0%	9.7%	10.5%	7.4%	12.9%	9.5%	5.8%
Do not know	2.6%	3.8%	1.8%	0.7%	1.5%	3.7%	0.3%	2.1%

TABLE II-5

PRIMARY REASON FOR DINING AT FAST FOOD RESTAURANTS BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

PRIMARY REASON	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Lack of time	37.3%	40.7%	45.2%	28.1%
Good place for children	1.0%	1.7%	1.8%	0.8%
Inexpensive	1.3%	0.8%	1.3%	1.0%
Out shopping	11.0%	4.5%	6.0%	12.9%
Traveling	4.8%	5.7%	5.1%	6.1%
Birthday	0.5%	0.4%	0.4%	0.4%
Location	0.4%	4.7%	3.4%	1.9%
Convenience	9.7%	16.6%	12.7%	14.2%
Like to eat out	5.3%	3.4%	3.8%	4.9%
Don't want to cook/clean up	8.9%	6.3%	7.5%	8.4%
Anniversary	0.1%	--	--	0.1%
Other special occasion	2.2%	1.1%	1.8%	1.3%
Business meeting	--	0.4%	0.4%	--
No special reason	2.8%	0.5%	0.2%	2.5%
Date	--	--	--	--
Night out	1.0%	1.4%	0.7%	1.9%
All other reasons	11.0%	9.5%	9.6%	11.1%
Do not know	2.8%	2.4%	0.1%	4.5%

TABLE II-6

PRIMARY REASON FOR DINING AT FAST FOOD RESTAURANTS BY REGION OF THE COUNTRY

PRIMARY REASON	NORTHEAST	MIDWEST	SOUTH	WEST
Lack of time	31.2%	32.0%	36.8%	55.7%
Good place for children	3.3%	1.9%	--	--
Inexpensive	2.1%	1.3%	0.9%	--
Out shopping	12.8%	8.5%	10.4%	6.9%
Traveling	3.5%	4.8%	6.5%	7.2%
Birthday	0.4%	0.5%	0.5%	--
Location	6.4%	1.7%	1.9%	1.2%
Convenience	15.6%	12.1%	13.6%	8.1%
Like to eat out	7.5%	5.0%	2.5%	1.6%
Don't want to cook/clean up	6.6%	8.3%	11.0%	2.7%
Anniversary	0.4%	--	--	--
Other special occasion	1.5%	1.7%	0.9%	2.4%
Business meeting	--	--	0.5%	--
No special reason	0.6%	2.9%	1.4%	0.8%
Date	--	--	--	--
Night out	--	1.6%	0.6%	4.2%
All other reasons	6.5%	16.2%	8.0%	6.9%
Do not know	1.7%	1.3%	4.6%	2.1%

TABLE II-7

MAKING THE DECISION TO EAT AT A FAST FOOD RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Last meal occasion								
Breakfast	5.8%	8.6%	5.9%	5.5%	1.7%	7.1%	6.4%	3.1%
Lunch	39.3%	41.8%	40.8%	36.3%	46.2%	40.2%	39.5%	36.5%
Dinner	48.7%	40.5%	47.1%	55.1%	41.0%	45.8%	48.4%	55.3%
Snack	6.0%	9.1%	5.6%	3.1%	9.4%	6.6%	5.1%	5.2%
Place of decision								
At home	44.6%	45.5%	45.2%	45.9%	39.0%	44.3%	44.6%	46.9%
At work	17.4%	13.5%	19.9%	13.9%	18.6%	16.3%	18.3%	18.6%
Out shopping	15.2%	10.8%	17.1%	17.8%	14.4%	13.7%	18.7%	12.6%
Traveling	11.3%	20.2%	8.6%	10.4%	11.9%	12.3%	10.5%	11.3%
School	1.3%	--	--	2.3%	1.7%	1.9%	0.5%	0.9%
Visiting/Socializing	4.1%	7.5%	2.5%	2.7%	6.8%	5.3%	3.6%	0.9%
Other	5.3%	2.4%	6.2%	6.9%	4.2%	5.5%	3.9%	7.6%
Do not know	0.7%	0.1%	0.6%	--	3.4%	0.8%	--	1.2%
Plan to eat out at least 8 hours before								
Yes	24.8%	28.4%	28.9%	24.5%	18.6%	25.5%	28.1%	20.6%
No	75.0%	70.8%	71.1%	75.5%	81.4%	74.2%	71.9%	79.4%
Decide where and when simultaneously								
Yes	68.0%	65.3%	64.6%	70.7%	76.9%	63.5%	73.9%	74.1%
No	30.0%	27.5%	32.1%	29.6%	23.1%	33.0%	25.6%	25.9%

TABLE II-7 (Continued)

	TOTAL RESPONDENTS	HOUSEHOLD TYPE SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	HOUSEHOLD INCOME LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
When decided which restaurant								
Immediately before	58.8%	41.8%	79.3%	60.5%	50.0%	52.5%	67.7%	64.2%
Within two hours before	26.1%	22.9%	13.3%	27.6%	28.6%	26.2%	22.4%	31.7%
More than two hours before but the same day	5.0%	10.0%	2.5%	5.3%	3.6%	6.5%	6.0%	--
More than a day in advance	3.5%	6.7%	0.9%	3.9%	7.1%	4.2%	1.7%	4.2%
Do not know	6.7%	18.6%	4.0%	2.6%	10.7%	10.7%	2.1%	--
First time at restaurant?								
Yes	11.2%	16.4%	11.4%	9.8%	5.1%	13.4%	12.7%	5.4%
No	88.7%	83.6%	88.6%	90.2%	94.9%	86.5%	87.3%	94.6%
Where found out about restaurant								
Always knew	28.6%	25.0%	25.8%	29.7%	39.3%	28.3%	23.3%	32.2%
Advertising	10.1%	10.9%	7.5%	9.8%	12.0%	7.9%	14.1%	10.9%
Saw it while passing	34.9%	32.8%	44.1%	36.7%	23.9%	31.8%	44.9%	32.6%
Word-of-mouth	14.2%	20.6%	9.0%	11.7%	12.0%	20.2%	6.7%	9.0%
Read/heard about in media	4.4%	2.9%	6.7%	5.1%	2.6%	4.4%	4.6%	5.4%
Restaurant guide	0.1%	--	0.5%	--	--	--	0.6%	--
Dining club	--	--	--	--	--	--	--	--
Other	2.0%	3.7%	1.0%	1.2%	2.6%	2.0%	1.9%	2.3%
Do not know	5.7%	4.1%	5.2%	5.8%	7.7%	5.3%	3.9%	7.6%

TABLE II-8

MAKING THE DECISION TO EAT OUT AT A FAST FOOD RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Last meal occasion				
Breakfast	7.9%	3.8%	3.9%	7.9%
Lunch	38.2%	38.7%	34.6%	42.3%
Dinner	47.0%	51.8%	53.7%	45.0%
Snack	6.8%	5.0%	7.2%	4.7%
Place of decision				
At home	51.8%	38.1%	41.5%	48.3%
At work	11.4%	27.4%	24.3%	11.0%
Out shopping	16.6%	14.2%	15.0%	14.0%
Traveling	8.9%	11.2%	10.3%	12.6%
School	1.9%	0.8%	1.5%	1.2%
Visiting/Socializing	4.4%	2.7%	2.8%	5.5%
Other	4.6%	4.8%	4.5%	6.1%
Do not know	0.3%	0.8%	0.2%	1.2%
Plan to eat out at least 8 hours before				
Yes	23.0%	24.4%	25.3%	25.1%
No	76.7%	75.6%	74.5%	74.9%
Decide where and when simultaneously				
Yes	71.7%	66.0%	70.7%	66.5%
No	24.4%	33.7%	28.9%	30.0%
When decided which restaurant				
Immediately before	55.7%	61.9%	69.3%	50.8%
Within two hours before	21.5%	31.7%	21.5%	30.5%
More than two hours before but the same day	2.7%	3.9%	6.4%	4.3%
More than a day in advance	6.3%	1.5%	1.7%	2.9%
Do not know	13.8%	1.0%	1.1%	11.5%
First time at restaurant?				
Yes	7.6%	10.5%	8.7%	13.5%
No	92.2%	89.5%	91.3%	86.3%
Where found out about restaurant				
Always knew	30.8%	26.0%	27.6%	30.9%
Advertising	10.1%	9.5%	9.9%	10.5%
Saw it while passing	29.1%	40.2%	39.4%	30.5%
Word-of-mouth	15.9%	14.7%	14.3%	14.8%
Read/heard about in media	6.7%	2.7%	2.2%	6.4%
Restaurant guide	--	--	--	0.2%
Dining club	--	--	--	--
Other	1.3%	2.1%	1.8%	1.9%
Do not know	6.1%	4.8%	4.8%	4.8%

TABLE II-9

MAKING THE DECISION TO EAT OUT AT A FAST FOOD RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Last meal occasion				
Breakfast	4.1%	7.2%	5.3%	3.5%
Lunch	38.9%	33.3%	40.6%	51.9%
Dinner	45.0%	50.3%	51.8%	39.6%
Snack	11.1%	9.2%	2.3%	3.8%
Place of decision				
At home	38.7%	53.9%	44.4%	35.2%
At work	18.5%	15.5%	17.5%	20.7%
Out shopping	21.0%	13.7%	12.7%	15.5%
Traveling	5.9%	8.9%	12.8%	14.7%
School	0.5%	1.9%	1.1%	1.6%
Visiting/Socializing	8.1%	1.7%	4.5%	4.9%
Other	7.1%	4.0%	5.4%	7.4%
Do not know	0.1%	0.3%	1.6%	--
Plan to eat out at least 8 hours before				
Yes	24.2%	29.0%	25.3%	14.4%
No	75.8%	71.0%	74.7%	84.5%
Decide where and when simultaneously				
Yes	67.1%	74.8%	62.1%	69.2%
No	31.9%	23.6%	34.7%	30.8%
When decided which restaurant				
Immediately before	59.4%	69.3%	59.7%	34.5%
Within two hours before	16.2%	17.8%	26.3%	51.3%
More than two hours before but the same day	10.7%	6.5%	2.8%	2.7%
More than a day in advance	10.8%	0.9%	2.7%	2.7%
Do not know	2.9%	5.5%	8.4%	8.8%
First time at restaurant?				
Yes	10.9%	11.2%	12.0%	7.7%
No	89.1%	88.8%	88.0%	91.5%
Where found out about restaurant				
Always knew	29.6%	25.3%	27.9%	34.5%
Advertising	7.0%	13.9%	9.7%	7.4%
Saw it while passing	37.7%	31.3%	38.1%	32.4%
Word-of-mouth	10.6%	17.4%	15.4%	9.0%
Read/heard about in media	4.2%	5.4%	3.5%	4.0%
Restaurant guide	--	--	--	1.0%
Dining club	--	--	--	--
Other	3.7%	1.3%	0.8%	2.3%
Do not know	7.2%	5.4%	4.6%	9.4%

TABLE II-10

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT AT A FAST FOOD RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
Number in party								
1	19.1%	51.8%	13.8%	9.7%	18.1%	20.4%	17.6%	15.7%
2	34.0%	26.3%	64.5%	23.2%	24.1%	34.1%	31.8%	35.8%
3	19.1%	11.5%	11.3%	22.5%	29.3%	17.2%	20.4%	23.4%
4	15.8%	9.2%	4.9%	26.0%	12.1%	16.9%	17.4%	12.5%
5	4.7%	--	2.9%	7.8%	5.2%	2.9%	6.8%	6.1%
More than 5	7.3%	1.1%	2.5%	10.8%	11.2%	8.3%	6.0%	6.4%
Party composition								
Spouse or date	57.5%	22.3%	81.0%	55.9%	57.3%	52.2%	64.6%	60.7%
Children 12 and under	38.5%	16.2%	8.1%	73.3%	17.7%	39.5%	36.3%	42.1%
Children 13 to 17	16.7%	--	2.6%	18.2%	43.8%	14.9%	17.4%	21.5%
Relatives other than spouse	21.1%	37.0%	11.0%	15.7%	33.3%	27.1%	16.3%	12.9%
Friends	22.8%	41.9%	15.9%	18.6%	32.3%	19.0%	25.1%	23.0%
Other	2.5%	--	4.8%	0.4%	4.2%	2.2%	2.5%	3.0%
Party members influence on decision to eat out*								
Spouse or date	50.8%	**	59.0%	52.3%	34.5%	47.3%	49.4%	55.3%
Children 12 and under	24.1%	**	--	26.7%	**	22.3%	26.1%	26.4%
Children 13 to 17	36.6%	--	**	34.9%	35.7%	31.0%	45.4%	37.0%
Relatives other than spouse	55.9%	84.2%	**	27.0%	71.9%	69.7%	23.8%	37.5%
Friends	54.4%	84.2%	61.9%	45.0%	38.5%	63.3%	54.8%	40.0%
Respondent	59.3%	57.1%	70.2%	51.7%	57.3%	58.3%	65.4%	57.7%

TABLE II-10 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Party members influence on choice of restaurant*								
Spouse or date	47.7%	**	57.3%	43.9%	36.4%	49.3%	48.2%	46.0%
Children 12 and under	36.6%	**	**	37.6%	52.9%	25.9%	43.5%	52.8%
Children 13 to 17	49.5%	--	**	41.9%	45.2%	42.8%	54.5%	59.2%
Relatives other than spouse	45.8%	68.4%	37.5%	48.6%	59.4%	51.3%	33.3%	31.2%
Friends	48.2%	63.2%	57.1%	37.5%	42.3%	51.0%	45.2%	48.0%
Respondent	52.3%	54.5%	60.9%	50.0%	49.0%	53.4%	59.9%	43.8%

*Proportion based on party members present at the eating occasion.

**Not statistically meaningful.

TABLE II-11

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT AT A FAST FOOD RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Number in party				
1	23.2%	14.9%	14.9%	21.7%
2	28.6%	35.0%	35.0%	32.9%
3	18.9%	21.6%	22.6%	16.1%
4	16.1%	17.1%	15.6%	16.7%
5	5.2%	4.9%	4.5%	5.2%
More than 5	7.8%	6.3%	7.2%	7.4%
Party composition				
Spouse or date	57.9%	58.7%	59.6%	55.5%
Children 12 and under	55.1%	30.0%	37.2%	40.5%
Children 13 to 17	16.2%	19.1%	21.2%	13.0%
Relatives other than spouse	20.8%	17.2%	15.4%	26.6%
Friends	17.9%	25.8%	22.0%	23.7%
Other	2.7%	2.9%	1.9%	3.3%
Party members influence on decision to eat out*				
Spouse or date	42.0%	52.6%	46.5%	55.8%
Children 12 and under	22.1%	27.8%	30.3%	17.9%
Children 13 to 17	43.6%	30.0%	30.4%	44.4%
Relatives other than spouse	51.0%	54.3%	51.2%	59.4%
Friends	51.4%	53.2%	57.1%	49.1%
Respondent	56.3%	64.1%	62.1%	55.5%
Party members influence on choice of restaurant*				
Spouse or date	44.2%	46.8%	41.5%	55.2%
Children 12 and under	35.1%	41.8%	43.4%	29.5%
Children 13 to 17	61.5%	42.0%	50.0%	44.4%
Relatives other than spouse	34.7%	47.8%	41.5%	50.0%
Friends	56.8%	38.7%	37.5%	54.5%
Respondent	52.0%	53.1%	54.9%	49.1%

*Proportion based on party members present at the eating occasion.

TABLE II-12

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT AT A FAST FOOD RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Number in party				
1	16.3%	17.5%	19.4%	25.7%
2	39.8%	36.2%	32.8%	23.4%
3	21.6%	20.2%	16.8%	19.2%
4	16.2%	11.5%	18.9%	16.9%
5	2.8%	4.4%	5.0%	7.8%
More than 5	3.4%	10.1%	7.1%	6.9%
Party composition				
Spouse or date	53.6%	59.6%	55.4%	62.0%
Children 12 and under	42.9%	44.7%	34.2%	37.7%
Children 13 to 17	9.4%	22.6%	14.3%	17.5%
Relatives other than spouse	14.7%	13.7%	25.8%	29.7%
Friends	34.2%	19.5%	23.7%	18.1%
Other	6.9%	2.0%	1.8%	0.9%
Party members influence on decision to eat out*				
Spouse or date	48.9%	46.3%	52.9%	47.5%
Children 12 and under	18.9%	21.2%	27.4%	32.0%
Children 13 to 17	**	40.0%	16.1%	36.4%
Relatives other than spouse	69.2%	32.0%	69.1%	42.1%
Friends	60.0%	66.7%	45.4%	50.0%
Respondent	51.9%	61.6%	58.5%	65.9%
Party members influence on choice of restaurant*				
Spouse or date	44.7%	44.4%	49.6%	50.0%
Children 12 and under	40.5%	35.0%	38.4%	28.0%
Children 13 to 17	**	47.5%	29.0%	45.4%
Relatives other than spouse	46.2%	28.0%	61.8%	36.8%
Friends	56.0%	54.5%	40.9%	33.3%
Respondent	55.5%	52.6%	52.6%	47.8%

*Proportion based on party members present at the eating occasion.

TABLE II-13

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME FAST FOOD RESTAURANT MEAL BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
Eat out because of a special occasion								
Yes	7.5%	6.0%	6.7%	7.8%	6.8%	9.0%	7.3%	5.8%
No	92.5%	94.0%	93.3%	92.2%	93.5%	91.0%	92.7%	94.2%
Degree of difficulty to prepare same meal at home								
Impossible	12.3%	13.5%	12.4%	12.5%	13.6%	9.9%	15.2%	16.0%
Very difficult	13.9%	11.3%	12.3%	17.2%	13.6%	11.9%	17.3%	15.7%
Somewhat difficult	28.5%	34.0%	25.6%	27.0%	24.6%	33.1%	28.8%	19.6%
Somewhat easy	23.3%	20.7%	18.5%	21.5%	33.0%	22.4%	25.6%	24.0%
Very easy	20.4%	18.2%	28.4%	21.5%	12.7%	20.8%	12.8%	24.0%
Do not know	1.6%	2.2%	2.8%	0.4%	2.5%	1.9%	0.3%	0.7%

TABLE II-14

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME FAST FOOD RESTAURAT MEAL BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Eat out because of a special occasion				
Yes	6.5%	8.9%	8.4%	5.9%
No	93.5%	91.1%	91.6%	94.1%
Degree of difficulty to prepare same meal at home				
Impossible	10.4%	13.0%	15.0%	10.9%
Very difficult	11.6%	16.1%	17.2%	10.6%
Somewhat difficult	27.8%	29.3%	27.0%	30.0%
Somewhat easy	28.7%	19.1%	19.9%	26.4%
Very easy	20.8%	19.8%	20.2%	20.1%
Do not know	0.6%	0.7%	0.7%	2.1%

TABLE II-15

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME FAST FOOD RESTAURANT MEAL BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Eat out because of a special occasion				
Yes	9.1%	8.8%	4.9%	8.9%
No	90.9%	91.2%	95.1%	91.1%
Degree of difficulty to prepare same meal at home				
Impossible	15.2%	10.0%	12.1%	15.9%
Very difficult	11.8%	15.7%	11.5%	13.1%
Somewhat difficult	23.7%	26.1%	35.5%	24.7%
Somewhat easy	29.9%	23.9%	20.2%	20.7%
Very easy	18.4%	22.7%	18.3%	25.7%
Do not know	1.0%	1.6%	2.4%	--

TABLE II-16

RANKING OF ATTRIBUTES FOR FAST FOOD RESTAURANTS BY HOUSEHOLD TYPE

	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVE
1.	Quality of food	Quality of food	Quality of food	Quality of food
2.	Friendly service	Fast service	Friendly service	Friendly service
3.	Fast service	Friendly service	Convenient location	Convenient location
4.	Convenient location	Convenient location	Fast service	Fast service
5.	Nutritious food	Convenient parking	Expected cost of total meal	Convenient parking
6.	Expected cost of total meal	Expected cost of total meal	Convenient parking	Expected cost of total meal
7.	Convenient parking	Atmosphere	Nutritious food	Atmosphere
8.	Atmosphere	Nutritious food	Price of individual menu item	Price of individual menu item
9.	Variety of menu items	Special menu item	Atmosphere	Nutritious food
10.	Price of individual menu item	Price of individual menu item	Variety of menu items	Variety of menu items
11.	Special menu item	Variety of menu items	Special menu item	Special menu item
12.	Special discounts, promotions	Special discounts, promotions	Special discounts, promotions	Non-smoking section
13.	Non-smoking section	Non-smoking section	Non-smoking section	Special discounts, promotions

TABLE II-17

RANKING OF ATTRIBUTES FOR FAST FOOD RESTAURANTS BY HOUSEHOLD INCOME

	LESS THAN $20,000		$20,000- $29,000		$30,000 AND OVER
1.	Quality of food	1.	Quality of food	1.	Quality of food
2.	Friendly service	2.	Convenient location	2.	Convenient location
3.	Fast service	3.	Friendly service	3.	Fast service
4.	Expected cost of total meal	4.	Fast service	4.	Friendly service
5.	Convenient location	5.	Convenient parking	5.	Convenient parking
6.	Convenient parking	6.	Expected cost of total meal	6.	Expected cost of total meal
7.	Atmosphere	7.	Nutritious food	7.	Nutritious food
8.	Nutritious food	8.	Price of individual menu item	8.	Atmosphere
9.	Price of individual menu item	9.	Atmosphere	9.	Price of individual menu item
10.	Variety of menu items	10.	Special menu item	10.	Special menu item
11.	Special menu item	11.	Variety of menu items	11.	Variety of menu items
12.	Special discounts, promotions	12.	Special discounts, promotions	12.	Non-smoking section
13.	Non-smoking section	13.	Non-smoking section	13.	Special discounts, promotions

TABLE II-18

RANKING OF ATTRIBUTES FOR FAST FOOD RESTAURANTS BY NUMBER OF WAGE EARNERS

	ONE EARNER		TWO OR MORE EARNERS
1.	Quality of food	1.	Quality of food
2.	Friendly service	2.	Convenient location
3.	Fast service	3.	Fast service
4.	Convenient location	4.	Friendly service
5.	Convenient parking	5.	Convenient parking
6.	Expected cost of total meal	6.	Expected cost of total meal
7.	Nutritious food	7.	Atmosphere
8.	Atmosphere	8.	Nutritious food
9.	Price of individual menu item	9.	Variety of menu items
10.	Variety of menu items	10.	Price of individual menu item
11.	Special menu item	11.	Special menu item
12.	Special discounts, promotions	12.	Non-smoking section
13.	Non-smoking section	13.	Special discounts, promotions

TABLE II-19

RANKING OF ATTRIBUTES FOR FAST FOOD RESTAURANTS BY EMPLOYMENT STATUS OF WIFE OR MOTHER

	WIFE OR MOTHER EMPLOYED		WIFE OR MOTHER NOT EMPLOYED
1.	Quality of food	1.	Quality of food
2.	Convenient location	2.	Friendly service
3.	Fast service	3.	Convenient location
4.	Friendly service	4.	Fast service
5.	Convenient parking	5.	Convenient parking
6.	Expected cost of total meal	6.	Expected cost of total meal
7.	Nutritious food	7.	Nutritious food
8.	Price of individual menu item	8.	Atmoshpere
9.	Atmosphere	9.	Variety of menu items
10.	Variety of menu items	10.	Price of individual menu item
11.	Special menu item	11.	Special menu item
12.	Special discounts, promotions	12.	Special discounts, promotions
13.	Non-smoking section	13.	Non-smoking section

TABLE II-20

RANKING OF ATTRIBUTES FOR FAST FOOD RESTAURANTS BY REGION OF THE COUNTRY

NORTHEAST	MIDWEST	SOUTH	WEST
1. Quality of food	1. Quality of food	1. Quality of food	1. Quality of food
2. Convenient location	2. Friendly service	2. Friendly service	2. Fast service
3. Friendly service	3. Convenient location	3. Convenient location	3. Convenient location
4. Fast service	4. Fast service	4. Fast service	4. Friendly service
5. Convenient parking	5. Expected cost of total meal	5. Convenient parking	5. Convenient parking
6. Expected cost of total meal	6. Convenient parking	6. Expected cost of total meal	6. Expected cost of total meal
7. Nutritious food	7. Nutritious food	7. Nutritious food	7. Nutritious food
8. Variety of menu items	8. Atmosphere	8. Atmosphere	8. Price of individual menu items
9. Atmosphere	9. Price of individual menu item	9. Variety of menu items	9. Variety of menu items
10. Price of individual menu item	10. Variety of menu items	10. Price of individual menu item	10. Atmosphere
11. Special menu item	11. Special discounts, promotions	11. Special menu item	11. Special menu item
12. Special discounts, promotions	12. Non-smoking section	12. Special discounts, promotions	12. Special discounts, promotions
13. Non-smoking section	13. Special menu item	13. Non-smoking section	13. Non-smoking section

TABLE II-21

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A FAST FOOD RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
PRICE OF INDIVIDUAL MENU ITEM								
Not at all important	16.3%	18.5%	17.8%	15.7%	12.7%	14.7%	16.3%	20.9%
Slightly important	12.8%	15.2%	12.5%	13.8%	16.1%	10.7%	13.0%	16.0%
Somewhat important	31.6%	30.2%	31.7%	31.9%	33.0%	29.4%	30.9%	34.7%
Important	18.4%	11.7%	19.5%	19.7%	19.5%	18.9%	18.7%	17.2%
Very important	19.4%	17.2%	17.3%	17.7%	17.8%	23.4%	20.9%	11.1%
Mean value	3.2	2.9	3.0	3.1	3.1	3.3	3.1	2.8
CONVENIENT LOCATION								
Not at all important	7.5%	11.4%	7.6%	6.2%	8.6%	9.4%	5.0%	6.3%
Slightly important	6.5%	3.1%	11.9%	5.0%	2.6%	6.6%	5.6%	7.6%
Somewhat important	14.6%	12.6%	11.2%	15.1%	12.1%	16.5%	12.0%	13.7%
Important	22.8%	22.6%	21.6%	24.0%	23.3%	21.7%	26.5%	19.9%
Very important	46.8%	43.2%	47.1%	48.8%	50.9%	42.2%	50.5%	52.6%
Mean value	4.1	3.9	3.9	4.1	4.1	3.8	4.1	4.0
QUALITY OF FOOD								
Not at all important	2.7%	3.8%	3.6%	1.9%	2.6%	2.7%	3.5%	1.8%
Slightly important	2.5%	1.7%	1.0%	4.3%	2.6%	3.0%	1.3%	3.1%
Somewhat important	11.3%	7.1%	9.1%	17.8%	8.5%	10.4%	11.6%	12.2%
Important	31.9%	36.2%	30.8%	28.8%	37.6%	32.1%	31.4%	32.1%
Very important	50.3%	44.1%	55.1%	50.2%	47.9%	49.7%	51.8%	50.8%
Mean value	4.3	4.3	4.3	4.2	4.3	4.3	4.3	4.3
FAST SERVICE								
Not at all important	4.5%	2.2%	6.5%	4.3%	1.7%	5.0%	5.5%	3.1%
Slightly important	5.3%	8.5%	5.2%	3.1%	8.5%	4.1%	6.7%	5.9%
Somewhat important	16.1%	9.4%	15.8%	17.0%	21.2%	14.2%	17.5%	16.5%
Important	34.7%	49.2%	31.5%	34.9%	28.8%	34.3%	33.2%	38.7%
Very important	37.9%	23.6%	40.0%	40.7%	39.0%	39.8%	36.1%	35.8%
Mean value	4.1	4.0	4.0	4.0	4.0	4.0	3.9	4.0

TABLE II-21 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
VARIETY OF MENU ITEMS								
Not at all important	14.5%	16.1%	15.2%	13.2%	17.9%	11.0%	19.7%	19.0%
Slightly important	17.1%	13.9%	19.8%	17.4%	17.1%	14.7%	19.0%	22.4%
Somewhat important	28.7%	13.7%	24.4%	35.6%	31.6%	23.8%	31.0%	39.0%
Important	22.5%	34.1%	23.2%	20.2%	18.8%	27.6%	21.6%	9.9%
Very important	15.3%	15.1%	15.9%	13.2%	13.7%	20.1%	8.4%	8.8%
Mean value	3.2	3.2	3.0	3.0	2.9	3.3	2.8	2.7
ATMOSPHERE								
Not at all important	17.3%	18.9%	14.8%	19.1%	18.1%	13.2%	20.0%	23.5%
Slightly important	11.4%	9.1%	11.7%	13.2%	8.6%	8.1%	15.8%	15.1%
Somewhat important	19.0%	11.7%	20.4%	21.0%	21.6%	13.9%	26.4%	25.0%
Important	27.4%	36.8%	24.4%	25.7%	27.6%	31.5%	22.3%	21.1%
Very important	22.6%	15.5%	27.8%	20.6%	20.7%	30.7%	13.6%	13.1%
Mean value	3.4	3.2	3.4	3.2	3.2	3.6	2.9	2.8
NON-SMOKING SECTION								
Not at all important	52.9%	55.6%	58.1%	50.0%	54.6%	50.0%	53.6%	61.8%
Slightly important	7.6%	1.0%	8.2%	9.8%	9.2%	6.7%	9.4%	8.1%
Somewhat important	6.7%	6.1%	2.8%	7.5%	10.1%	7.3%	5.3%	7.5%
Important	10.6%	9.3%	16.1%	9.0%	6.7%	11.3%	10.6%	6.0%
Very important	16.8%	15.6%	13.1%	17.7%	16.8%	17.0%	19.1%	13.0%
Mean value	2.6	2.1	2.1	2.3	2.2	2.3	2.3	2.0
NUTRITIOUS FOOD								
Not at all important	12.4%	5.8%	17.4%	10.5%	14.4%	9.7%	13.1%	18.1%
Slightly important	9.8%	5.6%	12.7%	6.2%	17.8%	9.2%	9.8%	12.4%
Somewhat important	22.7%	16.4%	23.7%	22.6%	29.7%	17.1%	25.1%	32.6%
Important	29.3%	38.2%	27.8%	31.5%	19.5%	31.7%	33.4%	20.5%
Very important	24.4%	26.9%	18.2%	28.8%	18.6%	30.3%	18.0%	16.4%
Mean value	3.5	3.8	3.2	3.6	3.1	3.6	3.3	3.0

TABLE II-21 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
CONVENIENT PARKING								
Not at all important	9.3%	13.7%	8.5%	7.4%	10.2%	10.7%	4.3%	11.5%
Slightly important	3.6%	2.1%	3.9%	5.0%	3.4%	2.1%	5.8%	5.7%
Somewhat important	16.8%	7.7%	11.1%	23.7%	15.2%	16.5%	16.1%	18.2%
Important	35.6%	43.6%	41.4%	29.2%	33.0%	34.5%	42.3%	29.3%
Very important	32.1%	22.0%	33.4%	34.2%	35.6%	32.2%	29.9%	34.4%
Mean value	3.9	3.6	3.9	3.5	3.8	3.8	3.9	3.7
SPECIAL MENU ITEM								
Not at all important	25.1%	32.5%	21.3%	26.8%	23.3%	24.0%	24.3%	30.4%
Slightly important	15.2%	13.5%	19.0%	12.8%	21.6%	14.5%	19.3%	12.9%
Somewhat important	22.2%	14.4%	19.3%	24.9%	21.6%	19.3%	26.5%	25.8%
Important	21.5%	19.0%	19.6%	21.0%	20.7%	24.2%	17.4%	15.6%
Very important	14.1%	13.4%	19.0%	13.2%	12.9%	15.9%	10.0%	14.1%
Mean value	3.0	2.6	3.0	2.8	2.8	2.9	2.9	2.7
SPECIAL DISCOUNTS, PROMOTIONS								
Not at all important	42.7%	36.3%	43.3%	40.0%	55.9%	36.4%	41.3%	59.2%
Slightly important	13.0%	14.1%	14.1%	12.9%	8.5%	12.0%	13.9%	12.2%
Somewhat important	13.8%	9.8%	12.5%	16.9%	13.6%	13.5%	13.1%	16.0%
Important	10.6%	9.8%	14.9%	9.8%	9.3%	10.6%	15.1%	5.6%
Very important	16.4%	13.1%	14.6%	18.4%	12.7%	21.8%	15.0%	5.9%
mean value	2.7	2.4	2.4	2.5	2.1	2.7	2.5	1.9

TABLE II-21 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
FRIENDLY SERVICE								
Not at all important	4.1%	2.7%	3.9%	5.4%	3.4%	3.4%	4.6%	6.3%
Slightly important	3.2%	1.4%	4.0%	3.5%	2.6%	1.4%	5.1%	4.8%
Somewhat important	14.4%	11.1%	14.4%	13.2%	18.8%	9.7%	12.8%	28.7%
Important	34.0%	41.8%	40.5%	28.7%	29.0%	35.9%	38.3%	24.2%
Very important	43.0%	35.2%	37.2%	49.2%	46.2%	47.2%	39.3%	36.0%
Mean value	4.2	4.1	4.0	4.1	4.1	4.2	4.0	3.8
EXPECTED COST OF TOTAL MEAL								
Not at all important	7.4%	8.0%	10.6%	7.4%	3.5%	5.2%	8.8%	9.8%
Slightly important	6.8%	8.0%	8.3%	5.5%	6.1%	4.4%	4.2%	14.0%
Somewhat important	18.5%	15.3%	24.4%	14.0%	23.7%	11.1%	21.3%	33.9%
Important	36.7%	34.9%	31.7%	38.3%	36.0%	40.7%	39.6%	24.9%
Very important	29.1%	26.7%	24.8%	34.0%	29.8%	36.0%	25.8%	16.5%
Mean value	3.8	3.7	3.5	3.9	3.8	4.0	3.7	3.2

TABLE II-22

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A FAST FOOD RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
PRICE OF INDIVIDUAL MENU ITEM				
Not at all important	14.8%	17.4%	16.0%	17.5%
Slightly important	11.4%	15.9%	12.1%	13.9%
Somewhat important	28.9%	32.5%	31.9%	30.3%
Important	19.1%	17.7%	17.8%	19.2%
Very important	22.9%	15.9%	22.0%	16.2%
Mean value	3.3	3.0	3.2	3.0
CONVENIENT LOCATION				
Not at all important	6.7%	7.6%	8.5%	7.1%
Slightly important	5.4%	7.1%	6.9%	6.2%
Somewhat important	15.1%	15.1%	13.5%	14.7%
Important	23.7%	22.8%	21.0%	24.9%
Very important	45.4%	46.9%	49.3%	44.0%
Mean value	4.0	4.0	4.0	4.0
QUALITY OF FOOD				
Not at all important	3.1%	3.0%	4.1%	1.8%
Slightly important	2.6%	3.0%	3.8%	1.0%
Somewhat important	10.3%	14.0%	12.9%	9.5%
Important	29.7%	31.5%	28.0%	35.2%
Very important	51.6%	48.4%	51.0%	50.1%
mean value	4.3	4.2	4.2	4.3
FAST SERVICE				
Not at all important	3.5%	4.3%	3.4%	5.5%
Slightly important	3.0%	7.1%	6.1%	5.0%
Somewhat important	14.5%	20.0%	18.8%	13.7%
Important	38.3%	27.4%	28.4%	39.7%
Very important	37.6%	41.0%	42.7%	33.6%
Mean value	4.1	4.0	4.0	3.9
VARIETY OF MENU ITEMS				
Not at all important	14.6%	13.3%	13.4%	15.4%
Slightly important	13.9%	21.2%	19.2%	16.2%
Somewhat important	27.8%	31.5%	32.7%	25.2%
Important	27.5%	16.5%	21.0%	22.9%
Very important	13.2%	16.9%	13.1%	17.3%
Mean value	3.1	3.0	3.0	3.1

TABLE II-22 (Continued)

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
ATMOSPHERE				
Not at all important	17.2%	18.5%	19.3%	16.2%
Slightly important	9.6%	15.0%	13.1%	9.7%
Somewhat important	20.1%	20.4%	18.2%	20.4%
Important	26.0%	25.1%	27.8%	26.5%
Very important	22.8%	20.4%	20.9%	23.4%
Mean value	3.3	3.2	3.2	3.3
NON-SMOKING SECTION				
Not at all important	45.4%	60.1%	59.9%	46.4%
Slightly important	8.6%	7.7%	7.2%	8.1%
Somewhat important	7.8%	6.6%	5.2%	8.3%
Important	12.7%	7.1%	8.1%	12.4%
Very important	17.0%	16.6%	15.7%	17.5%
Mean value	2.4	2.1	2.1	2.4
NUTRITIOUS FOOD				
Not at all important	11.8%	15.1%	12.9%	10.7%
Slightly important	6.7%	13.4%	12.7%	7.9%
Somewhat important	20.3%	25.5%	23.8%	19.8%
Important	31.6%	26.6%	29.9%	30.5%
Very important	27.1%	18.8%	20.1%	28.7%
mean value	3.6	3.2	3.3	3.6
CONVENIENT PARKING				
Not at all important	6.4%	11.5%	10.4%	7.9%
Slightly important	2.6%	5.5%	5.0%	2.2%
Somewhat important	19.2%	17.1%	15.8%	17.8%
Important	37.4%	33.5%	33.4%	37.5%
Very important	30.9%	32.0%	34.9%	30.4%
Mean value	3.9	3.7	3.8	3.9
SPECIAL MENU ITEM				
Not at all important	25.5%	23.6%	27.6%	23.4%
Slightly important	13.6%	18.8%	17.5%	14.0%
Somewhat important	24.3%	22.7%	23.3%	21.2%
Important	21.1%	20.1%	17.1%	24.3%
Very important	12.7%	14.0%	13.8%	14.5%
Mean value	2.8	2.8	2.7	2.9

TABLE II-22 (Continued)

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
SPECIAL DISCOUNTS, PROMOTIONS				
Not at all important	40.1%	47.4%	45.4%	41.0%
Slightly important	12.8%	12.9%	10.7%	15.1%
Somewhat important	13.8%	15.7%	15.2%	11.4%
Important	14.3%	8.0%	12.2%	9.3%
Very important	16.0%	14.1%	14.8%	17.7%
Mean value	2.5	2.3	2.4	2.4
FRIENDLY SERVICE				
Not at all important	4.9%	3.7%	4.9%	3.8%
Slightly important	1.9%	5.2%	4.9%	1.9%
Somewhat important	12.8%	18.1%	13.7%	14.4%
Important	32.8%	33.6%	36.6%	33.2%
Very important	45.0%	39.4%	39.9%	44.4%
Mean value	4.2	4.0	4.0	4.2
EXPECTED COST OF TOTAL MEAL				
Not at all important	6.3%	8.5%	8.0%	6.6%
Slightly important	6.4%	6.4%	4.9%	8.2%
Somewhat important	16.2%	21.7%	20.0%	18.4%
Important	38.0%	37.5%	36.4%	36.7%
Very important	30.4%	25.0%	30.1%	27.4%
Mean value	3.8	3.7	3.8	3.7

TABLE II-23

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A FAST FOOD RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
PRICE OF INDIVIDUAL MENU ITEM				
Not at all important	13.2%	19.6%	16.4%	12.5%
Slightly important	20.2%	8.8%	14.4%	11.6%
Somewhat important	41.6%	30.8%	27.6%	37.8%
Important	14.6%	19.2%	18.0%	22.9%
Very important	10.4%	21.3%	19.9%	15.2%
Mean value	2.9	3.1	3.1	3.2
CONVENIENT LOCATION				
Not at all important	7.5%	10.1%	6.8%	4.2%
Slightly important	4.1%	5.3%	8.3%	6.1%
Somewhat important	12.8%	13.6%	13.7%	22.0%
Important	26.3%	19.3%	23.4%	27.7%
Very important	48.5%	49.7%	44.9%	39.9%
Mean value	4.1	4.0	4.0	4.0
QUALITY OF FOOD				
Not at all important	2.1%	3.6%	2.2%	1.5%
Slightly important	1.1%	4.2%	1.4%	3.6%
Somewhat important	18.2%	10.9%	8.8%	13.8%
Important	33.6%	29.3%	30.4%	41.7%
Very important	45.1%	52.0%	54.1%	38.6%
Mean value	4.2	4.2	4.4	4.1
FAST SERVICE				
Not at all important	4.6%	2.9%	6.3%	1.6%
Slightly important	8.7%	5.6%	3.8%	6.0%
Somewhat important	18.1%	16.3%	13.4%	19.3%
Important	38.2%	38.0%	30.6%	34.7%
Very important	29.6%	37.2%	42.5%	37.6%
Mean value	3.8	4.0	4.0	4.1
VARIETY OF MENU ITEMS				
Not at all important	14.1%	15.5%	13.2%	18.1%
Slightly important	21.9%	13.4%	18.3%	18.9%
Somewhat important	33.2%	32.1%	22.7%	44.0%
Important	18.0%	25.8%	22.6%	19.7%
Very important	12.8%	13.0%	19.4%	9.4%
Mean value	2.9	3.1	3.2	2.9

TABLE II-23 (Continued)

	NORTHEAST	MIDWEST	SOUTH	WEST
ATMOSPHERE				
Not at all important	15.1%	16.6%	15.0%	28.7%
Slightly important	21.1%	9.5%	8.4%	13.6%
Somewhat important	27.1%	18.8%	15.9%	18.0%
Important	24.6%	27.0%	30.1%	22.5%
Very important	10.6%	27.6%	26.7%	14.9%
Mean value	2.9	3.4	3.4	2.8
NON-SMOKING SECTION				
Not at all important	59.8%	50.9%	55.5%	48.3%
Slightly important	9.0%	6.5%	7.5%	6.0%
Somewhat important	5.8%	7.1%	3.7%	18.0%
Important	10.1%	14.5%	8.6%	7.6%
Very important	10.7%	16.1%	17.6%	16.3%
Mean value	2.0	2.4	2.2	2.3
NUTRITIOUS FOOD				
Not at all important	10.2%	12.6%	13.0%	13.5%
Slightly important	11.5%	8.6%	10.8%	7.5%
Somewhat important	24.4%	23.0%	19.3%	32.8%
Important	30.0%	30.7%	27.0%	28.9%
Very important	22.9%	25.0%	26.9%	16.7%
Mean value	3.4	3.5	3.4	3.3
CONVENIENT PARKING				
Not at all important	10.9%	13.1%	6.5%	8.2%
Slightly important	2.3%	2.0%	4.4%	5.9%
Somewhat important	16.3%	15.6%	15.6%	23.3%
Important	38.3%	39.9%	32.6%	34.3%
Very important	29.5%	28.0%	36.7%	27.2%
Mean value	3.7	3.7	3.9	3.6
SPECIAL MENU ITEM				
Not at all important	26.1%	29.5%	20.9%	29.0%
Slightly important	15.8%	17.2%	12.9%	13.5%
Somewhat important	28.7%	20.3%	18.9%	28.9%
Important	20.8%	17.6%	26.0%	17.6%
Very important	7.8%	15.1%	17.3%	9.9
Mean value	2.7	2.3	3.0	2.6

TABLE II-23 (Continued)

	NORTHEAST	MIDWEST	SOUTH	WEST
SPECIAL DISCOUNTS, PROMOTIONS				
Not at all important	47.0%	39.9%	40.0%	54.0%
Slightly important	21.8%	11.4%	9.7%	12.9%
Somewhat important	7.0%	17.5%	13.8%	13.4%
Important	11.6%	12.9%	9.2%	9.9%
Very important	10.4%	18.2%	20.0%	9.1%
Mean value	2.1	2.6	2.6	2.1
FRIENDLY SERVICE				
Not at all important	2.8%	3.6%	3.8%	7.1%
Slightly important	6.9%	2.7%	2.2%	3.2%
Somewhat important	17.9%	13.5%	10.5%	22.6%
Important	39.5%	34.8%	30.5%	35.2%
Very important	32.9%	45.1%	50.1%	31.8%
Mean value	3.9	4.2	4.3	3.8
EXPECTED COST OF TOTAL MEAL				
Not at all important	5.9%	8.3%	6.8%	10.1%
Slightly important	8.8%	5.8%	6.7%	8.3%
Somewhat important	23.3%	20.2%	14.3%	19.4%
Important	38.8%	36.3%	35.9%	39.1%
Very important	21.1%	28.7%	33.4%	23.2%
Mean value	3.6	3.7	3.9	3.6

SECTION III

CONSUMER DECISION MAKING PROCESS FOR FAMILY RESTAURANTS

HIGHLIGHTS FOR SECTION III

- For some demographic groups eating at a family restaurant is considered a necessity, while others consider it more of a luxury. Thirty-seven percent of the individuals from upper income households cited lack of time and convenience reasons for eating at family restaurants and 14.8 percent said they did so to celebrate a special occasion. The corresponding proportions for lower income households are 16.1 percent and 27.3 percent.

- Individuals from families where the wife or mother works are twice as likely as those from households where the wife or mother does not work to go to family restaurants because of lack of time, 15.9 percent versus 7.7 percent.

- Most decisions to eat at family restaurants are made while at home. However, some consumers make the decision while at work.

- Families with children and teenagers, upper income households, households with two or more wage earners and households with a working wife tend to make "spur-of-the-moment" decisions to eat at family restaurants. In addition, individuals with these characteristics are also likely to choose the family restaurant shortly before going there.

- Adults have more say in the decision making process for this type of restaurant, but children and teenagers do exercise some influence over the choice of restaurant.

- Children and teenagers with mothers who do not work have more say in the decision making process than do those with mothers who work.

- Respondents from all demographic segments ranked quality of food and friendly service as the two most important factors considered when choosing a family restaurant.

- Atmosphere is important to singles and married couples with no children as well as to lower income households. On the other hand, families with children under 13 and middle income households place considerable importance on the nutritional value of the food served.

- The availability of any special discounts or promotions is not a very important consideration when selecting a family eating establishment. However, lower income households and households where the wife or mother does not work tend to place more importance on this attribute.

SECTION III

CONSUMER DECISION MAKING PROCESS FOR FAMILY RESTAURANTS

IN THIS SECTION:

- Background on consumer eating out habits at family restaurants -- frequency of eating out, favorite restaurant types, reasons for eating out.
- Making the decision to eat at a family restaurant -- where and when the decision is made, who makes the decision, why people eat at family restaurants, degree of difficulty to prepare same meal.
- Important attributes in choosing a family restaurant -- price, service, food, convenience and ambiance.

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1. Frequency Of Eating At Family Restaurants

Understanding consumer eating out habits is very beneficial to understanding how different groups of consumers make the decision to eat at a family restaurant. As a result, respondents were asked whether or not they had ever eaten at a family-type eating establishment, their frequency of eating at such establishments and their reasons for eating at this type of restaurant.

Ninety-six percent of those interviewed said they had eaten at a family restaurant at one time versus only four percent who had not done so. A look at the many demographic classifications shown in Tables III-1 through III-3 reveals that households comprised of married couples with no children, middle income households, households with only one wage earner, households where the wife or mother is not employed and Westerners have a large proportion of respondents who have eaten at a family-type restaurant at some time or another. Nearly all individuals from married couple/no children households (98.6 percent) have dined at a family restaurant versus a slightly lower 96.7 percent for singles, 96.2 percent for households with children under 13 and 93.9 percent for those with teenagers. In addition, 98.4 percent of the people from households earning $20,000 to $29,999 have eaten at a family eating establishment compared with 95 percent for those from lower income households.

Married couple/no children households eat out more freqently at family restaurants than do other household types. Thirty-four percent of the respondents from these two-person families reported that they eat at a family restaurant four to seven times a month, and an additional 15.5 percent do so more than seven times a month. For singles, 22.4 percent dine out at this restaurant type four to seven times a month, and 16.8 percent do so more than seven times. On the other hand, 52.8 percent of the individuals from families with children under 13 and 47.3 percent of those from families with teenagers reported that they eat out once or twice a month at family restaurants.

Lower income households and households with one wage earner are likely to eat out less frequently at family-type restaurants. Fifty-two percent of the individuals from households with less than $20,000 in annual income and 52.9 percent of those from single wage earner households stated they eat out once or twice a month at family restaurants. A relatively large proportion of people from upper income households (18.3 percent) and from two or more wage earner families (14.8 percent) indicated that they eat at family-type eating establishments more than seven times a month.

Westerners and Southerners tend to be frequent patrons at family style restaurants. (The relatively large number of family-type establishments including coffee shops and cafeterias located in these two regions most likely helps explain the greater tendency to patronize this type of restaurant.) Over fourteen percent of the respondents from the West and the South reported that they dine at family restaurants more than seven times a month compared with 10.5 percent for Easterners and 11 percent for Midwesterners.

2. Favorite Family Restaurant Types

Most people have a favorite or preferred family restaurant, and they tend to patronize this type of establishment because they desire a specific kind of food.

Singles are less likely to have a favorite family restaurant than are married couples and families with children. Fifty-six percent of the singles reported that they do not have a favorite family restaurant. On the other hand, more than six out of ten respondents from other household types stated that they have a preferred family style eating establishment.

Northeasterners are more likely to not have a favorite family restaurant, while Southerners and Westerners do have a preference, as indicated in Table III-3.

The majority of respondents from all demographic groups said their favorite family restaurant specializes in all types of foods. This is especially true for married couples with no children, lower income households, households where the wife or mother is not employed, Northeasterners and Westerners.

Family restaurants serving steak and beef are most appealing to singles, familes with children, lower income households, households with two or more wage earners and households where the wife or mother is not employed.

Family restaurants specializing in seafood are most popular with households with children under 13, households with incomes of $30,000 and more, households with a working wife or mother and Southerners. On the other hand, a relatively small proportion of singles (4.9 percent), middle income households (5.3 percent), non-working mother households (5.7 percent) and Westerners stated that their favorite family restaurant specializes in fish or seafood.

Mexican and other ethnic restaurants are preferred by households comprised of married couples with no children, middle income households, households with two or more wage earners, households with a working wife or mother and Westerners. Approximately one out of ten respondents from married couple families said their favorite family restaurant serves ethnic foods and an additional 3.4 percent said theirs served Mexican food. The corresponding proportions for middle income households are 12.7 percent and 4.3 percent, and those for two or more wage earner families are 7.6 percent and 6.4 percent. For Westerners, 11 percent reported their favorite family eating place specializes in ethnic foods and 13.6 percent said Mexican foods.

3. Reasons For Eating At Family Restaurants

People eat at family restauants for a variety of reasons, and distinct differences exist among the demographic groups shown in Tables III-4 through III-6. For some, eating at a family restaurant is considered a necessity while for others it may be thought of as a luxury. A relatively large proportion of individuals from upscale households reported eating at this type of restaurant because of convenience and lack of time reasons, while relatively large numbers of individuals from lower income households said they eat at family restaurants to celebrate a special occasion or to enjoy a night out. The following paragraphs will briefly highlight these differences.

Singles tend to eat at family restaurants more for discretionary reasons than for necessary reasons. Eighteen percent said the primary reason they dine at family restaurants was to celebrate a special occasion, and 17.5 percent did so when on a date, enjoying a night out or because they like to eat out. Lack of time was quoted as a reason by eight percent of the singles and convenience by 5.3 percent, both are considered necessary reasons for eating away from home. In addition, a relatively large proportion of single respondents, 15.6 percent, reported that they dine at family restaurants when out shopping.

Married couples with no children are more likely to eat at family restaurants because of necessity than are other household groups. Twelve percent said they eat at this type of restaurant because of lack of time, 7.7 percent because it is convenient and 7.3 percent because they do not want to cook. Fifteen percent of these respondents reported that they choose a family restaurant when they want to celebrate a special occasion compared with a larger 20.9 percent for all respondents.

Families with children under 13 tend to dine at family-type eating establishments for both discretionary and necessary reasons. One-fourth indicated that they choose this type of restaurant when they want to celebrate a special occasion and 4.7 percent do so when they want a night out. Eleven percent of the respondents from this household type said they eat out because of lack of time and 14.1 percent because it is convenient or they do not want to cook.

Families with teenagers are more likely to eat at family restaurants out of necessity. Fourteen percent said lack of time was the primary reason they chose a family restaurant and 6.3 percent said it was convenient. A relatively large proportion, 11 percent, reported that they eat at family restaurants when they are traveling. One-fourth indicated that they choose a family restaurant when they want to celebrate a special occasion.

Upper income families tend to eat at family restaurants for necessary reasons, while lower income households tend to eat at this type of restaurant for a special occasion. Eighteen percent of the respondents from households with incomes of $30,000 or more reported that they dine at family eating establishments because of lack of time, 15.3 percent do so because it is convenient and 4.2 percent because they do not want to cook. Less than one out of ten respondents from this income group stated they eat at family restaurants when they want to celebrate a special occasion. On the other hand, 27.3 percent of the individuals from households earning under $20,000 choose a family restaurant when they want to celebrate a special occasion and 16.1 percent select this type of restaurant for convenience reasons. Middle income households tend to patronize family restaurants for convenience reasons as well as when they wish to celebrate a special occasion or simply enjoy a night out.

Households with two or more wage earners are more likely to eat at a family restaurant for convenience reasons than are those with only one wage earner. Nearly three out of ten respondents from households with two or more earners reported that they eat at family restaurants for convenience or lack of time and two out of ten choose this type of eating place when they want to celebrate a special occasion. An additional two out of ten multi-wage earner families eat at family restaurants because they like to eat out or simply wanted a night out. In comparison, 20.9 percent of the single wage earner households ate at a family restaurant because it was convenient or they lacked time to prepare the meal themselves and a slightly larger 22.6 percent did so to celebrate a special occasion. In addition, 19.7 percent of the individuals from single earner households dined at a family restaurant because they like to eat out or wanted a night out.

Respondents from households where the wife or mother works are twice as likely to go to family restaurants because of lack of time than are those from households where the wife or mother does not work, 15.9 percent versus only 7.7 percent. In addition, convenience also plays a larger role in eating at family restaurants for families with a working wife as shown in Table III-5. Households where the wife or mother does not work are more likely to eat at family restaurants when out shopping or traveling. Nine percent of the individuals from this type of household chose a family eating place when they were out shopping and 5.8 percent did so while traveling.

Westerners reported that they eat at family restaurants because of lack of time and other convenience related reasons (do not want to cook, traveling, shopping), while Midwesterners and Southerners tend to eat at family restaurants to celebrate a special occasion. (See Table III-6.) Northeaserners are likely to select a family eating establishment because of lack of time as well as when out shopping or traveling or when they want a night out.

4. Meal Last Eaten At A Family Restaurant

When asked which meal they ate at a family restaurant, the majority said dinner. However, a relatively large proportion of singles, 36.6 percent, reported that their last meal at a family eating establishment was for lunch, and a relatively low proportion, 47.7 percent, said dinner. On the other hand, more than six out of ten married couple/no children households reported that their most recent family restaurant meal was dinner and about one-fourth said theirs was for lunch.

Upper income households are more likely to eat dinner at a family restaurant, while a significant proportion of lower income households recently ate lunch at a family restaurant. Over two-thirds of the individuals from households with incomes of $30,000 or more reported that they ate the evening meal at a family restaurant compared with a significantly lower 59 percent for all respondents. In addition, 31.2 percent of those from households earning less than $20,000 indicated their most recent meal at a family eating establishment was lunch.

Individuals from families with two or more wage earners or where the wife or mother is employed are more likely to dine at family restaurants for the evening meal. Sixty-six percent of the multi-wage earner households and 60.3 percent of the working wife or mother households reported that their recent meal at a family restaurant was for dinner. On the other hand, respondents from single wage earner households or households where the wife or mother is not employed are more likely to eat out for lunch at family eating establishments.

Westerners tend to eat at family restaurants for dinner, while Northeasterners and Southerners are more likely to eat out for lunch. In addition, a relatively large proportion of those from the Western states, 19.1 percent, reported that their last meal at a family restaurant was breakfast, versus a relatively small proportion of Southerners, 4.9 percent, who said theirs was for breakfast.

5. Where And When The Family Restaurant Decision Is Made

The largest proportion of respondents from all demographic groups made the decision to eat at a family restaurant while they were at home. However, significant differences in the place of decision among all these groups can be noted in Tables III-7 through III-9.

Fewer than four out of ten singles reported that they made the decision to eat at a family restaurant while at home compared with more than six out of ten married couples with no children and half the families with children. A relatively large proportion of singles made the decision to eat at family restaurants while shopping (10.1 percent), traveling (10 percent) or while socializing (13.9 percent). Decisions to eat at this type of restaurant by families with children are often made while at work or while shopping. Fifteen percent of the respondents from families with children under 13 decided to eat at a family restaurant while at work, and an additional 15.9 percent did so while shopping.

Over half the individuals from upper income households made the decision to dine at a family eating establishment while at home compared with less than half of those from lower and middle income households. This may be due to the fact that upper income individuals tend to eat out for dinner. In addition, nearly two out of ten people from the upper income category made the decision to eat at a family restaurant while at work versus 13.6 percent for those from middle income households and a substantially less 7.6 percent for lower income households. Lower income households are likely to make the decision while shopping or while socializing, and middle income households tend to make many of their decisions while out shopping or traveling.

A relatively large proportion of respondents from two or more wage earner households (17.5 percent) and from households where the wife or mother is employed (15.4 percent) made the decision to eat at a family restaurant while at work. This probably reflects the large number of individuals in the work force who are included in these demographic groups. Nearly equal numbers of one and two or more wage earners and working and non-working wives or mothers made the decision while at home.

Differences in where the decision is made by region of the country can be noted in Table III-9. Westerners tend to make their decision while at home (60.3 percent) or when out shopping (13.6 percent). A high proportion of Northeasterners made the decision while visiting or socializing (11.2 percent), and a large number of Midwesterners and Southerners decided to eat at a family restaurant while at work.

Singles tend to make the decision to eat at a family restaurant considerably in advance of going there. Fifty-eight percent of these persons decided to eat at a family restaurant at least eight hours prior to the visit compared with 48.9 percent for respondents from married couple/no children households and slightly more than forty percent for those from households with children and teenagers. On the other hand, six out of ten respondents from families with children under 13 and 54.9 percent of those from families with teenagers made the decision less than eight hours before hand.

Upper income households are more likely to decide to eat at a family restaurant shortly before going there while lower income ones tend to plan more for the occasion. This correlates well with the reason for eating at a family restaurant: convenience versus a special occasion. In addition, people from lower income groups may have more economic factors to consider when they decide to eat out, and as a result they make the decision more in advance than do those from upper income groups. Six out of ten individuals from households with incomes of $30,000 or more made the decision to eat out less than eight hours prior to the visit compared with less than half for those with incomes under $20,000.

Respondents from households with two or more wage earners and from households where the wife or mother is employed are more likely to make a "spur-of-the moment" decision to eat at a family restaurant, as shown in Table III-8. On the contrary, individuals from households with one wage earner, which include a large proportion of singles, tend to make the decision more than eight hours beforehand.

The majority of respondents from all demographic groups decided where and when to eat at a family restaurant at the same time. Since many of these respondents stated that they have a favorite family restaurant, it follows that when they decide to eat at a family restaurant, their favorite eating place comes to mind. However, a relatively large proportion of individuals from families with children under 13 (33.3 percent), households earning $30,000 or more (33.1 percent), single wage earner households (31.4 percent) and Westerners (33.4 percent) reported that they did not decide where and when to eat out simultaneously.

Respondents from families with children are more likely to make the decision as to which family restaurant to visit immediately before going there. Over half those from families with children under 13 and slightly less than half of those from families with teenagers reported that they decided on the family restaurant immediately prior to the visit. Singles and individuals from married couple/no children households tend to make this decision either within two hours before or more than two hours before but on the same day.

Individuals from lower income households are more likely to choose the restaurant in advance of the visit than are those from middle and upper income households. A relatively large proportion of respondents from households earning less than $20,000 (32.5 percent) decided which family restaurant more than two hours before the visit but on the same day. On the other hand, 55.9 percent of the people from middle income households made their decision immediately before going to the restaurant, and an additional 26.5 percent did so two hours before. The corresponding proportions for those from upper income households are 44 percent and 39.6 percent.

Nearly half the respondents from families where the wife or mother works decided which family restaurant to patronize immediately before going there compared with slightly less than one-third for those from families where the wife or mother does not work. Since lack of time was an important reason for eating at this type of restaurant for working wife households, it is not surprising that they would make a "spur-of-the-moment" decision.

Northeasterners tend to make their choice of which family restaurant to visit shortly before going there, while individuals from other regions are more likely to make the decision more in advance of the visit. Southerners in particular will decide on the family restaurant to patronize more in advance of the visit, with three out of ten reporting that they chose the restaurant more than two hours before the visit but on the same day.

6. Finding Out About The Family Restaurant

Making the decision on which family restaurant to patronize is made somewhat easier by the fact that the majority of respondents from all demographic groups have been to the restaurant previously. This is especially true for those from married couple/no children households, middle and upper income households, single wage earner households and those from the Northeast. On the other hand, a relatively large proportion of respondents from the West (16.4 percent), households with two or more wage earners (18.6 percent), lower income households (15.8 percent) and singles (18.9 percent) reported that they recently visited a new family restaurant.

People find out about the family restaurants they go to in a variety of ways. However, most respondents from all demographic groups have always known about the family restaurant they recently visited, they had seen it while passing or they had heard about it from family and friends. The largest proportion of singles (33.2 percent), married couples with no children (32.7 percent), households with one wage earner (30.9 percent), households where the wife or mother is not employed (31.2 percent) and Midwesterners (34 percent) reported that they have always known about the family restaurant. On the other hand, the largest proportion of households with children under 13 (29.3 percent), households with teenagers (35.2 percent), lower income households (31.7 percent), upper income households (32.9 percent), households with two or more wage earners (38 percent), households with a working wife or mother (31.7 percent), Southerners (28.8 percent) and Westerners (34.9 percent) found out about the family restaurant by word-of-mouth.

7. Influence Of Party Members On The Decision To Eat At A Family Restaurant

Information on party size, party composition and influence of party members on the decision to eat at family restaurants varies for different demographic groups. For example, spouses have considerable influence in the decision making process for married couple/no children households and teenagers have substantial say for households with children 13 to 18 years old. In the following paragraphs highlights of the information shown in Tables III-10 through III-12 are presented for selected demographic segments.

SINGLES

Singles tend to visit family restaurants in parties of two or three rather than alone as they did for fast food restaurants. (See page 49.) Thirty-two percent of the singles reported that they recently went to a family restaurant with one other person and 26.5 percent said they were joined by two other people. Dates, relatives or friends usually accompany singles to this type of restaurant, with one-fourth of the parties including a date, one-third including a relative and nearly half including friends. These party members are likely to have more influence on the actual decision to eat out than on the choice of restaurant. Approximately six out of ten dates present when singles dine at a family eating establishment influenced the decision to eat out compared with a significantly lower 17.6 percent who helped choose the restaurant, according to single respondents. The corresponding percentages for relatives present are 66.7 percent and 50 percent.

MARRIED COUPLE/NO CHILDREN HOUSEHOLDS

Nearly two-thirds of the respondents from married couple/no children households are in parties of two persons at family restaurants compared with a considerably lower all respondent average of 42.3 percent. Spouses are most likely to accompany this respondent group when eating at a family restaurant, with nine out of ten parties including a spouse. Children are not likely to be present, as shown in Table III-10. Those interviewed said that spouses have nearly equal influence on the decision to eat out (66.3 percent) and the choice of restaurant (68.7 percent). In fact, spouses from this family type have more say in the decision making process than do those from other family groups. Respondents for this segment had as much influence on the decision to eat out and the choice of restaurant as did their spouses.

HOUSEHOLDS WITH CHILDREN UNDER 13

Respondents from families where the youngest child is under 13 stated that their group at a family restaurant will usually have two (29.3 percent), three (19.7 percent) or four (28.7 percent) persons. These other people present will usually include a spouse and/or children 12 years old or younger. Sixty-eight percent of the parties include a spouse and 59.6 percent include a child. The adults present have the most say in the decision to eat out as well as the selection of the restaurant. Respondents indicated that six out of ten spouses present influenced the decision to eat out and a nearly equal proportion influenced the choice of restaurant. For respondents from this family type, 54.3 percent aided in the decision to eat out and 58.3 percent helped select the restaurant.

HOUSEHOLDS WITH CHILDREN 13 AND OVER

Respondents from households with teenagers are usually in groups of two, three or four persons when they visit family restaurants. Other people present include a spouse, relatives or friends. In addition, the proportion of teenagers present at family restaurant occasions is 20 percent which is considerably larger than the all respondent average of 7.3 percent. Besides the respondent, relatives and spouses have a say in whether or not the party will eat out, as shown in Table III-10. However, relatives and spouses have the most influence on the choice of restaurant. Sixty-two percent of the relatives present helped decide whether or not to eat out and a larger 82.4 percent helped choose the restaurant, according to respondents from this demographic group. The corresponding proportions for spouses are 57.9 percent and 66.7 percent. Teenagers present tend to have more say in the choice of restaurant than in the actual eating out decision, 47 percent versus 23.5 percent.

HOUSEHOLDS WITH ONE WAGE EARNER

Respondents from households with only one wage earner reported that they eat at family restaurants in parties of two (35.2 percent), three (22.1 percent) or four (23.2 percent) persons. Other people present usually include spouses, children 12 and under and relatives, as shown in Table III-11. People answering this survey said that the children present have more say in the choice of restaurant than in the actual decision to eat out, 32.8 percent compared with 20 percent. On the other hand, spouses have more influence on whether or not to eat out (60.4 percent) than on which restaurant to patronize (56 percent).

HOUSEHOLDS WITH TWO OR MORE WAGE EARNERS

Nearly half (47.6 percent) the individuals from households with two or more wage earners eat at family restaurants in groups of two, and an additional 36.9 percent do so in groups of three or four members. Spouses usually accompany these people, with more than three-fourths of the parties including spouses. These spouses have considerable influence on the decision making process for eating out, with over six out of ten influencing the actual decision to eat out and an equal proportion influencing the selection of the family restaurant, according to those surveyed.

HOUSEHOLDS WITH AN EMPLOYED WIFE OR MOTHER

Individuals from households with a working wife or mother tend to eat at family restaurants with only one other person. Nearly half (47.8 percent) the parties for this respondent group included only two people. Spouses are nearly always included at family restaurant occasions, with 71.4 percent of them including a spouse. Friends and relatives may also be present, as shown in Table III-11. Spouses will probably have more say in the choice of restaurant than in the actual decision to eat out. Repsondents from this demographic group indicated that sixty-nine percent of the spouses present helped select the restaurant versus 66.9 percent who helped decide whether or not to eat out.

HOUSEHOLDS WHERE THE WIFE OR MOTHER IS NOT EMPLOYED

Individuals from families where the wife or mother does not work outside the home reported that they eat at family restaurants in groups of two (36.8 percent), three (20.4 percent) or four (25.4 percent) persons. Others who are likely to be included are spouses (66.5 percent), friends (33.7 percent) and relatives (26.6 percent). Spouses and relatives present tend to have more say in the actual eating out decision than in the choice of restaurant, according to the responses from this demographic segment. (See Table III-11.) Children 12 and under are more likely to be included at family restaurant visits if their mothers do not work than if they do work, 23.8 percent compared with 19.8 percent. In addition the respondents indicated children present from this demographic group had more say in the eating out decision process.

8. Degree Of Difficulty In Preparing Same Family Restaurant Meal

A relatively large proportion of individuals from households with children 13 and over (18.7 percent), households earning less than $20,000 (17 percent), households with two or more wage earners (17.2 percent), households where the wife or mother is not employed (17.9 percent) and Northeasterners (18.3 percent) stated that their recent visit to a family restaurant was for a special occasion. Many of these respondents had previously indicated that the reason they go to family restaurants is to celebrate a birthday, anniversary or other special event. However, an overwhelming majority from all demographic segments indicated that they did not go to the family restaurant because of a special occasion.

For most people surveyed the meal recently eaten at a family restaurant would have been difficult to prepare at home. This is especially true for individuals from families with children under 13, where 36.7 percent said it would be somewhat difficult and 31.6 percent said it would be very difficult or impossible. For single respondents, 24.1 percent reported it would be somewhat difficult to prepare the same meal and 47.6 percent said it would be very difficult or impossible. On the other hand, a relatively large proportion of individuals from married couple/no children households (18.3 percent) indicated it would be very easy to fix the same meal at home. Perhaps individuals who eat at family restaurants because of lack of time or because it is convenient feel that preparing the same meal at home would not have been too difficult if they had wanted to do it. On the other hand, people who tend to eat at this type of restaurant for more special reasons may feel that they could not have prepared the same meal at home with relative ease.

Respondents from middle and upper income households reported that it would be more difficult to prepare the family restaurant meal at home, while a significant number of lower income individuals said it would be relatively easy. Three out of ten upper income respondents indicated it would be somewhat difficult to fix the same meal, and an additional four out of ten said it would be very difficult or impossible. The corresponding proportions for respondents from households earning $20,000 to $29,999 are 31.3 percent and 33.1 percent. On the other hand, 16 percent of those from the lower income group said preparing the meal would be easy compared with 12.7 percent for all respondents. Again, the reasons for eating out probably play a significant role in the respondent's perception of ease of preparing the same meal.

Households with only one wage earner find preparing the same meal served at a family restaurant easier than those with two or more wage earners. Fifteen percent of the former group said it would be very easy and an additional 21.8 percent reported it would be easy. More than one-third of those from families with two or more wage earners indicated it would be somewhat difficult to prepare the same meal and 37.4 percent said it would be very difficult or impossible. Lack of time was a prominent reason why these two or more wage earner families eat at family restaurants, and this provides an explanation as to why they feel it is difficult to prepare the meal at home.

Families with a working wife or mother have stated that lack of time is a primary reason why they eat at family eating establishments, and thus, they find preparing the meal themselves at home difficult. Twenty-eight percent said preparing the meal would be somewhat difficult and 39.3 percent said it would be very difficult or impossible. In addition, less than one out of ten reported it would be very easy compared with 15.4 percent for individuals from families where the wife or mother is not employed.

9. Attributes In Choosing A Family Restaurant

Respondents were asked to indicate how important thirteen attributes are when choosing a family restaurant, and all demographic groups said quality of food was most important, followed by friendly service. The availability of a non-smoking section and special discount or promotion offers were of least importance.

The ranking of the other attributes for each of the demographic segments differs, as shown in Tables III-16 through III-21. Atmosphere is particularly important to many, ranking third. Nutritious food is also important, especially to people from families with children under 13. In addition, people seem to be more concerned with the total cost of the meal rather than the price of any individual menu item.

Because distinct differences are seen in the degree of importance of these thirteen attributes, the following presents a more detailed analysis for the various demographic segments shown in Tables III-21 through III-23. The attributes have been grouped into five major categories: Price, Food, Service, Convenience and Ambiance.

PRICE

Although the expected cost of the family restaurant meal is more important to certain demographic segments than to others, all groups consider it to be more important than the price of any individual menu item. In addition, some groups such as singles and lower income households rank these two attributes higher than do other groups, but others often place a greater degree of importance on these price considerations. On the other hand, the availability of special discounts or promotions which can reduce the cost of the meal are not a necessary requirement for a family restaurant to have.

More than three out of ten individuals from families with children under 13, households with incomes under $20,000 and Southerners reported that the expected cost of the meal was a very important consideration to them when selecting a family restaurant. On the other hand, a relatively large proportion of respondents from upper income households, 10.2 percent, said it was not at all important, and an additional 11.3 percent indicated that the expected cost of the family restaurant meal was only slightly important.

The price of individual menu items at a family restaurant is of most importance to families with children under 13, lower income households, households with only one wage earner, families where the wife or mother is employed, Southerners and Westerners. Over half the respondents with these demographic characterists reported that the price of individual menu items was very important or important to them when selecting a family eating establishment. In comparison, one-third of the people from upper income households and three out of ten of those from families with teenagers consider this attribute to be not at all important or only slightly important.

All demographic groups rank the availability of special discounts or promotions at family restaurants last among the thirteen attributes, as shown in Tables III-16 through III-20. Over half the individuals in all segments indicated that this factor was not at all important to them when selecting a family restaurant. However, some people did place a higher degree of importance on the availability of discounts or promotions, and these include lower income households and households where the wife or mother is not employed. Ten percent of the respondents from lower income households said this attribute was very important, and an additional 12.9 percent said it was important. The corresponding proportions for those from families with a non-working wife or mother are 9.8 percent and 12 percent.

FOOD

Individuals from all demographic groups consider the quality of food served the single most important factor to be considered when selecting a family restaurant to patronize. Most people also indicated that the food should be nutritious, and this is especially true for respondents from families with children under 13 years old, from middle income households, Northeasterners and Southerners. Many patrons at family restaurants are looking for a variety of menu items, but they are not necessarily looking for any specific menu item. Individuals from families with children under 13, Westerners and lower income households believe that a variety of menu items is a very important consideration when choosing a family restaurant.

Six out of ten individuals from all demographic segments reported that the quality of food served at family eating establishments was a very important consideration when selecting a restaurant. Food quality is especially important to people from households with teenagers, from households with incomes under $20,000 and for Southerners.

Nearly half (46.2 percent) the respondents from families with children under 13 reported that the nutritional value of the food served is a very important consideration when selecting a family restaurant, and an additional 25.9 percent believe it is important. Individuals from lower income households also look for nutritious food, with 42 percent saying it is very important and 38.3 percent saying it is important. People from households with one wage earner and those from families where the wife or mother does not work also place considerable importance on the nutritional value of food served, as shown in Table III-22.

Menu variety is particularly important to nearly all people when selecting a family restaurant. (Readers are reminded that a large proportion of respondents reported that their favorite family restaurant serves all types of food, and thus they probably desire variety when they eat at this type of restaurant.) Three out of ten individuals from married couple/no children households reported that variety of menu items is very important when choosing a family restaurant, and an additional four out of ten said it was important. Lower and upper income households also look for a varied menu at a family eating establishment. Seventy percent of those from households earning less than $20,000 said this attribute was either important or very important, and the corresponding proportion for those earning $30,000 or more is 61.4 percent. Menu variety is also important to Southerners (69.4 percent) and Westerners (65.4 percent).

The availability of a special menu item is of most importance to married couple/no children households, lower and middle income households, households with two or more wage earners, households with a working wife or mother and Southerners. On the other hand, a relatively large proportion of individuals from families with teenagers (23.1 percent), upper income households (29.1 percent), households with one wage earner (21 percent), households where the wife or mother is not employed (20.4 percent) and Westerners (30.8 percent) reported that this attribute was not at all important to them when choosing a family restaurant.

SERVICE

Service is especially important to people from all demographic segments when selecting a family restaurant to patronize. People want the service to be friendly and are not necessarily looking for fast service. Many consider the meal at this type of restaurant to be a good way to celebrate a special occasion or are simply enjoying a meal away from home. As a result, they want to be treated with courteous service, but they probably do not want to be rushed through the meal.

Friendly service is an important consideration for individuals with the characteristics shown in Tables III-21 through III-23. Over half the singles reported it was very important to them, and an additional 37.3 percent said it was important. Respondents from married couple/no children families also rate this attribute very high, with 49.3 percent indicating it is very important and 42.5 percent saying it is important. Individuals from lower income families also want friendly service when they eat at family restaurants. Nearly nine out of ten said it was either important or very important. Households with two or more wage earners and those with a working wife look for friendly service, as shown in Table III-22.

Fast service at family restaurants is of particular importance to respondents from married couple/no children households (67.3 percent), singles (58.6 percent), individuals from lower income households (68 percent), single wage earner households (59.9 percent), households with a non-working wife or mother (63.8 percent) and Southerners (72 percent). For many of these people the reason why they chose a family restaurant is because of lack of time or convenience and for others, children are present. As a result, they may have desired a quick meal. On the other hand, a relatively large proportion of respondents from households with teenagers (36.3 percent), upper income households (32.1 percent), two or more wage earner households (29.6 percent), households where the wife or mother is employed (29.3 percent) and Westerners (33.9 percent) reported that fast service is only somewhat important. Many of these people indicated that they enjoy eating at family restaurants and they eat out because they lack the time to prepare the meal themselves. They may feel that they want prompt service but they do not necessarily want to be rushed through their meal.

CONVENIENCE

Convenience factors rank higher with individuals who are likely to eat at family restaurants becuase it is convenient or because of lack of time -- married couple/no children households, upper income households, Westerners, households with a working wife or mother. In addition, most demographic groups consider convenient parking to be more important than convenient location. This is especially true for married couples with no children, middle income households, single wage earner households, households where the wife or mother does not work and Southerners. Many of these people may not care where the family restaurant is located, but once they arrive at the establishment it is important that they are able to park quickly and easily. On the other hand, a few demographic groups place greater emphasis on the location than on the availability of parking, and these include singles, families with teenagers, upper income households, households where the wife is employed and Northeasterners. Perhaps greater time pressures on these individuals cause them to place more importance on the location of the family restaurant than on whether or not convenient parking is available.

Convenient location is most important to individuals from upper income households and of considerably less importance to lower and middle income households. Thirty-two percent of the respondents from households with incomes of $30,000 and over reported that convenient location was a very important factor to be considered when choosing a family restaurant and another 37.1 percent said it was inportant. The corresponding proportions for middle income respondents are 28.6 percent and 27.3 percent. People from single wage earner households and from households where the wife is not employed tend to feel that location is important when selecting a family restaurant. Sixty-four percent stated that this attribute was either important or very important. Northeasterners are also likely to believe that location is important, with more than six out of ten indicating a high degree of importance.

Married couples with no children tend to place considerable importance on the availability of convenient parking at the family restaurant, while singles are less likely to do so. Nearly seven out of ten individuals from married couple/no children households reported that convenient parking was very important or important to them compared with 58.4 percent for singles. In addition, two out of ten single respondents indicated that this attribute was not at all important. People from lower income families are more likely to select a family restaurant with convenient parking than are those from other income groups, as shown in Table III-21. Convenient parking is also considered to a large extent by respondents from single wage earner households and from households where the wife or mother is not employed. Nearly two-thirds of these individuals place importance on this attribute compared with about half for the corresponding groups shown in Table III-22.

AMBIANCE

Atmosphere is an important consideration for nearly all demographic groups when choosing a family restaurant to patronize. However, it is of lesser importance to families with children under 13 and to Northeasterners. Since many respondents indicated that they eat at family restaurants because they like to eat out or when they want to celebrate a special occasion, they probably want to dine in pleasant surroundings. Even those who dine at this type of restaurant because of lack of time or because it is convenient probably desire atmosphere. On the other hand, the majority of people do not feel that the availability of a non-smoking section can add to their dining experience at a family restaurant.

Singles and married couples with no children are especially interested in a family restaurant's atmosphere. Eighty-two percent of the single respondents and 77.5 percent of the respondents from married couple households reported that atmosphere was important to them when selecting a family restaurant. Families with children place slightly less importance on atmosphere when choosing this type of restaurant, as shown in Table III-21. Other groups which place considerable emphasis on atmosphere include lower income households (82 percent), single wage earner households (76 percent), households where the wife or mother is not employed (74.8 percent), Midwesterners (73.3 percent) and Southerners (79.6 percent). Individuals with these characteristics are likely to visit family restaurants when they want to celebrate a special occasion, and as a result, they want to dine in pleasant surroundings.

Although all demographic groups indicated that the availability of a non-smoking section is not at all important when selecting a family restaurant, certain segments do place more importance on this factor. A relatively large proportion of singles (27.7 percent), respondents from lower income households (23.6 percent), respondents from households where the wife or mother is not employed outside the home (23.3 percent) and Westerners (24.4 percent) reported that the availability of a non-smoking section was very important to them when choosing a family restaurant to patronize.

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TABLE III-1

EATING OUT BEHAVIOR AT FAMILY RESTAURANTS BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Ever eaten at a family restaurant?								
Yes	96.4%	96.7%	98.6%	96.2%	93.9%	95.0%	98.4%	97.9%
No	3.6%	3.3%	1.4%	3.8%	6.1%	5.0%	1.6%	2.1%
Number of times eat out each month								
1	26.6%	30.6%	17.8%	31.4%	30.9%	30.6%	25.7%	20.2%
2	19.7%	19.8%	20.1%	21.4%	16.4%	21.5%	13.9%	22.5%
3	13.4%	10.3%	12.2%	12.3%	17.3%	14.4%	12.0%	11.1%
4	17.8%	16.9%	20.5%	18.6%	14.5%	14.8%	23.7%	18.3%
5	4.6%	3.2%	5.3%	4.5%	4.5%	4.3%	4.9%	4.0%
6	3.6%	2.3%	5.8%	2.7%	2.7%	3.6%	3.7%	3.2%
7	1.4%	--	2.8%	--	0.9%	0.8%	2.2%	2.3%
More than 7	12.9%	16.8%	15.5%	9.2%	12.7%	10.1%	14.0%	18.3%
Do you have a favorite family restaurant?								
Yes	58.1%	43.7%	63.9%	62.2%	62.3%	57.5%	56.3%	61.0%
No	41.9%	56.3%	36.1%	37.8%	37.7%	42.5%	43.7%	39.0%
What type of food does it specialize in?								
Hamburger	2.1%	--	1.3%	2.6%	1.2%	3.1%	0.8%	0.6%
Roast beef	1.6%	--	0.3%	2.1%	4.6%	1.4%	4.2%	--
Steak/beef	13.2%	19.1%	6.9%	15.8%	16.3%	14.4%	12.2%	11.3%
Pizza	1.7%	--	0.9%	3.2%	1.2%	1.2%	3.9%	1.3%
Chicken	2.1%	2.7%	0.8%	2.6%	2.3%	1.5%	2.9%	2.6%
Mexican	4.6%	4.7%	3.4%	5.3%	5.8%	3.3%	4.3%	7.3%
Other ethnic	6.4%	4.5%	9.5%	3.2%	10.5%	3.4%	12.7%	7.3%
Seafood/fish	7.3%	4.9%	7.2%	8.9%	7.0%	6.6%	5.3%	9.9%
Continental	1.9%	1.5%	3.3%	0.5%	2.3%	0.9%	3.6%	3.0%
All types	38.1%	36.9%	41.3%	36.8%	33.7%	42.1%	32.7%	33.6%
Beef/seafood	5.5%	--	9.4%	4.7%	3.5%	4.4%	5.8%	8.3%
All Others	14.9%	23.0%	16.0%	13.8%	11.6%	16.7%	11.5%	14.8%
Do not know	0.5%	2.7%	--	0.5%	--	1.0%	--	--

TABLE III-2

EATING OUT BEHAVIOR AT FAMILY RESTAURANTS BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYE
Ever eaten at a family restaurant?				
Yes	97.4%	96.0%	95.8%	96.7%
No	2.6%	4.0%	4.2%	3.3%
Number of times eat out each month				
1	33.6%	21.4%	26.3%	26.1%
2	19.3%	19.3%	17.5%	21.6%
3	[illegible]	16.4%	10.8%	14.5%
4	[illegible]	16.3%	19.4%	17.4%
5	2.2%	6.7%	6.6%	3.0%
6	4.0%	3.0%	3.3%	4.0%
7	0.6%	2.1%	2.0%	1.0%
More than 7	10.7%	14.8%	13.9%	12.4%
Do you have a favorite family restaurant?				
Yes	57.0%	59.9%	62.0%	55.1%
No	43.0%	40.1%	38.0%	44.9%
What type of food does it specialize in?				
Hamburger	2.2%	1.5%	1.4%	2.8%
Roast beef	1.2%	2.5%	2.4%	1.0%
Steak/beef	12.0%	16.8%	11.9%	13.5%
Pizza	2.3%	1.6%	2.8%	0.8%
Chicken	2.5%	1.6%	2.0%	2.3%
Mexican	3.7%	6.4%	6.7%	2.7%
Other ethnic	6.2%	7.6%	6.3%	6.4%
Seafood/fish	8.1%	8.4%	9.3%	5.7%
Continental	1.4%	2.7%	3.9%	0.4%
All types	36.8%	35.5%	35.4%	39.6%
Beef/seafood	7.0%	3.8%	4.9%	5.8%
All Others	15.9%	11.2%	13.1%	17.9%
Do not know	0.8%	0.4%	--	1.0%

TABLE III-3

EATING OUT BEHAVIOR FOR FAMILY RESTAURANTS BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Ever eaten at a family restaurant?				
Yes	97.4%	96.0%	95.0%	99.5%
No	2.6%	4.0%	5.0%	0.5%
Number of times eat out each month				
1	35.3%	27.0%	25.2%	16.6%
2	16.3%	23.2%	18.0%	21.1%
3	11.3%	10.3%	17.9%	12.1%
4	17.6%	18.0%	16.7%	21.8%
5	3.2%	5.9%	4.7%	4.0%
6	4.9%	3.0%	2.0%	8.2%
7	0.8%	1.4%	0.8%	2.1%
More than 7	10.5%	11.0%	14.6%	14.1%
Do you have a favorite family restaurant?				
Yes	52.2%	55.8%	62.1%	57.1%
No	47.8%	44.2%	37.9%	42.9%
What type of food does it specialize in?				
Hamburger	0.6%	1.7%	2.3%	4.7%
Roast beef	3.4%	0.7%	0.8%	--
Steak/beef	14.0%	12.9%	16.4%	1.2%
Pizza	--	2.4%	2.0%	1.5%
Chicken	--	4.3%	1.2%	2.6%
Mexican	--	1.9%	5.9%	13.6%
Other ethnic	9.1%	4.3%	4.5%	11.0%
Seafood/fish	7.3%	7.4%	10.6%	--
Continental	4.9%	0.8%	1.4%	--
All types	40.0%	36.8%	36.6%	47.9%
Beef/seafood	2.0%	8.2%	6.0%	3.7%
All Others	17.7%	17.4%	11.5%	12.0%
Do not know	1.0%	1.1%	--	--

TABLE III-4

PRIMARY REASON FOR DINING AT FAMILY RESTAURANTS BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
PRIMARY REASON	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Lack of time	11.2%	8.0%	12.1%	11.0%	14.2%	7.5%	12.8%	17.7%
Good place for children	0.6%	1.0%	--	1.2%	--	0.3%	0.5%	0.7%
Inexpensive	0.7%	1.3%	--	1.6%	--	0.5%	1.1%	0.9%
Out shopping	7.1%	15.6%	7.0%	5.5%	2.4%	10.4%	3.9%	3.7%
Traveling	5.0%	3.8%	6.0%	2.0%	11.0%	4.5%	3.6%	8.8%
Birthday	5.8%	3.0%	5.0%	7.0%	8.7%	8.3%	2.5%	3.4%
Location	1.2%	0.3%	0.9%	1.2%	--	1.0%	--	2.5%
Convenience	7.3%	5.3%	7.7%	9.0%	6.3%	3.0%	8.8%	15.3%
Like to eat out	8.5%	7.6%	10.7%	7.0%	10.2%	5.8%	11.3%	12.9%
Don't want to cook/clean up	5.3%	4.2%	7.3%	5.1%	3.1%	5.6%	3.5%	4.2%
Anniversary	1.9%	--	3.0%	2.7%	0.8%	2.0%	2.3%	1.0%
Other special occasion	13.2%	14.7%	6.5%	15.3%	15.7%	17.0%	14.8%	5.0%
Business meeting	0.7%	--	0.6%	0.4%	2.4%	0.9%	0.8%	--
No special reason	5.2%	6.8%	4.2%	4.3%	3.9%	6.6%	3.0%	3.9%
Date	2.2%	5.2%	0.3%	1.6%	3.1%	2.9%	1.2%	2.0%
Night out	4.4%	4.7%	4.1%	4.7%	4.7%	3.0%	8.3%	3.9%
All other reasons	15.0%	11.3%	20.5%	15.7%	9.0%	15.4%	18.6%	10.7%
Do not know	4.7%	7.1%	4.1%	4.7%	4.5%	5.2%	3.1%	3.2%

TABLE III-5

PRIMARY REASON FOR DINING AT FAMILY RESTAURANTS BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
PRIMARY REASON	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Lack of time	9.0%	15.2%	15.9%	7.7%
Good place for children	0.9%	0.2%	0.2%	0.7%
Inexpensive	1.0%	0.7%	0.5%	0.9%
Out shopping	6.8%	4.2%	4.3%	8.6%
Traveling	5.0%	4.7%	4.5%	5.8%
Birthday	6.9%	5.5%	6.7%	5.3%
Location	1.3%	1.0%	1.0%	1.5%
Convenience	7.4%	8.7%	9.2%	6.5%
Like to eat out	9.7%	8.3%	9.2%	7.6%
Don't want to cook/clean up	4.5%	4.8%	4.6%	5.5%
Anniversary	1.6%	1.8%	1.8%	2.1%
Other special occasion	14.1%	12.9%	13.4%	13.4%
Business meeting	0.5%	1.1%	1.1%	0.4%
No special reason	5.1%	5.4%	3.8%	6.7%
Date	0.5%	3.0%	1.4%	2.8%
Night out	4.9%	5.2%	4.3%	4.6%
All other reasons	14.1%	14.4%	15.1%	14.8%
Do not know	6.6%	2.9%	3.1%	5.0%

TABLE III-6

PRIMARY REASON FOR DINING AT FAMILY RESTAURANTS BY REGION OF THE COUNTRY

PRIMARY REASON	NORTHEAST	MIDWEST	SOUTH	WEST
Lack of time	12.5%	10.7%	9.6%	15.9%
Good place for children	1.2%	0.2%	0.5%	1.3%
Inexpensive	2.3%	--	0.6%	0.5%
Out shopping	6.1%	7.4%	7.7%	4.8%
Traveling	4.3%	6.2%	2.8%	10.4%
Birthday	5.6%	5.7%	7.8%	2.1%
Location	0.9%	2.3%	0.6%	1.2%
Convenience	8.2%	10.2%	5.6%	4.5%
Like to eat out	5.0%	8.6%	8.6%	7.5%
Don't want to cook/clean up	4.1%	4.3%	6.0%	8.0%
Anniversary	3.6%	2.9%	0.4%	1.0%
Other special occasion	8.2%	14.4%	14.9%	13.2%
Business meeting	--	0.5%	0.8%	--
No special reason	2.7%	4.4%	6.6%	6.6%
Date	1.5%	2.5%	2.7%	1.8%
Night out	6.4%	5.4%	3.5%	2.5%
All other reasons	21.6%	11.0%	16.1%	12.9%
Do not know	5.8%	3.2%	5.4%	5.7%

TABLE III-7

MAKING THE DECISION TO EAT AT A FAMILY RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Last meal occasion								
Breakfast	11.8%	14.0%	10.7%	13.2%	13.2%	10.9%	15.5%	11.1%
Lunch	28.5%	36.6%	26.9%	27.7%	27.5%	31.2%	28.6%	21.4%
Dinner	59.0%	47.7%	62.4%	57.8%	59.3%	56.5%	55.9%	67.5%
Snack	0.7%	1.7%	--	1.3%	--	1.4%	--	--
Place of decision								
At home	51.5%	37.5%	63.4%	47.8%	57.1%	49.8%	48.8%	56.2%
At work	11.6%	11.8%	9.8%	15.3%	6.6%	7.6%	13.6%	17.3%
Out shopping	9.5%	10.1%	4.8%	15.9%	8.8%	10.5%	12.1%	5.8%
Traveling	7.9%	10.0%	7.1%	6.4%	11.0%	6.4%	10.2%	9.0%
School	0.7%	--	--	1.9%	1.1%	0.3%	0.4%	1.2%
Visiting/Socializing	7.4%	13.9%	4.0%	4.4%	4.4%	11.0%	6.3%	2.3%
Other	9.7%	15.1%	8.1%	9.6%	6.6%	11.8%	7.9%	7.7%
Do not know	1.7%	1.7%	2.8%	--	3.3%	2.7%	0.6%	0.5%
Plan to eat out at least 8 hours before								
Yes	47.4%	57.7%	48.9%	40.8%	45.0%	51.1%	48.3%	39.9%
No	52.2%	42.3%	49.8%	59.9%	54.9%	48.9%	50.4%	60.1%
Decide where and when simultaneously								
Yes	71.3%	67.7%	75.1%	66.7%	82.4%	72.9%	70.8%	65.7%
No	28.5%	32.3%	24.9%	33.3%	17.6%	27.1%	29.2%	33.1%

TABLE III-7 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
When decided which restaurant								
Immediately before	41.7%	34.3%	34.8%	54.7%	47.1%	33.4%	55.9%	44.0%
Within two hours before	33.7%	35.8%	40.4%	32.1%	47.1%	33.7%	26.5%	39.6%
More than two hours before but the same day	21.4%	28.9%	23.0%	9.4%	5.9%	32.5%	10.4%	13.3%
More than a day in advance	2.3%	--	1.7%	3.8%	--	--	4.3%	3.0%
Do not know	0.8%	1.0%	--	--	--	0.4%	3.0%	--
First time at restaurant								
Yes	13.7%	18.9%	7.7%	11.5%	14.3%	15.8%	13.1%	11.5%
No	86.2%	81.1%	92.2%	88.5%	85.7%	84.2%	86.9%	88.5%
Where found out about restaurant								
Always knew	26.8%	33.2%	32.7%	21.0%	27.5%	28.6%	25.8%	23.0%
Advertising	6.4%	5.0%	5.3%	5.7%	12.1%	5.6%	6.2%	8.5%
Saw it while passing	25.6%	22.0%	29.8%	28.0%	18.7%	23.0%	32.1%	25.5%
Word-of-mouth	30.2%	28.9%	22.4%	29.3%	35.2%	31.7%	25.3%	32.9%
Read/heard about in media	4.5%	5.8%	4.8%	5.7%	1.1%	7.1%	4.3%	--
Restaurant guide	0.3%	--	--	--	2.0%	--	--	1.2%
Dining club	--	--	--	--	--	--	--	--
Other	2.2%	3.4%	1.5%	3.2%	2.0%	1.4%	3.2%	3.3%
Do not know	4.1%	1.7%	3.7%	7.0%	1.5%	2.7%	3.1%	5.6%

TABLE III-8

MAKING THE DECISION TO EAT OUT AT A FAMILY RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Last meal occasion				
Breakfast	11.8%	13.0%	14.4%	10.4%
Lunch	27.7%	21.0%	25.1%	31.1%
Dinner	59.7%	65.7%	60.3%	57.4%
Snack	0.8%	0.2%	0.2%	1.1%
Place of decision				
At home	51.0%	53.5%	53.2%	51.4%
At work	10.2%	17.5%	15.4%	8.6%
Out shopping	12.5%	5.6%	9.7%	8.2%
Traveling	5.2%	8.6%	8.5%	6.9%
School	1.1%	0.5%	0.3%	1.0%
Visiting/Socializing	5.9%	9.2%	4.3%	9.5%
Other	11.4%	4.2%	6.2%	12.8%
Do not know	2.6%	0.9%	2.3%	1.4%
Plan to eat out at least 8 hours before				
Yes	52.2%	42.4%	45.2%	48.9%
No	47.5%	57.3%	54.5%	50.4%
Decide where and when simultaneously				
Yes	67.9%	71.5%	71.0%	72.9%
No	31.4%	28.5%	29.0%	26.6%
When decided which restaurant				
Immediately before	43.8%	43.4%	48.1%	32.3%
Within two hours before	35.8%	28.0%	32.6%	35.7%
More than two hours before but the same day	16.5%	25.3%	19.3%	25.7%
More than a day in advance	2.1%	3.4%	--	4.6%
Do not know	1.8%	--	--	1.6%
First time at restaurant				
Yes	8.9%	18.6%	13.2%	14.1%
No	91.1%	81.4%	86.8%	85.8%
Where found out about restaurant				
Always knew	30.9%	20.7%	22.0%	31.2%
Advertising	4.3%	7.7%	5.8%	7.2%
Saw it while passing	29.0%	22.6%	29.4%	22.5%
Word-of-mouth	25.8%	38.0%	31.7%	28.4%
Read/heard about in media	4.1%	3.2%	3.1%	5.2%
Restaurant guide	--	0.7%	0.7%	--
Dining club	--	--	--	--
Other	1.9%	2.1%	2.8%	1.8%
Do not know	4.0%	5.0%	4.5%	3.8%

TABLE III-9

MAKING THE DECISION TO EAT OUT AT A FAMILY RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Last meal occasion				
Breakfast	16.6%	14.5%	4.9%	19.1%
Lunch	30.9%	24.6%	34.2%	15.5%
Dinner	52.5%	59.9%	60.0%	65.4%
Snack	--	1.1%	0.9%	--
Place of decision				
At home	53.4%	48.7%	52.6%	60.3%
At work	11.0%	12.8%	12.8%	5.4%
Out shopping	9.1%	6.5%	9.1%	13.6%
Traveling	7.2%	8.8%	7.2%	6.6%
School	0.5%	1.9%	--	--
Visiting/Socializing	11.2%	5.1%	8.7%	3.8%
Other	7.4%	13.5%	9.0%	7.9%
Do not know	0.1%	2.8%	0.6%	2.4%
Plan to eat out at least 8 hours before				
Yes	52.0%	42.7%	50.5%	42.6%
No	48.0%	56.8%	49.0%	56.5%
Decide where and when simultaneously				
Yes	68.2%	73.0%	71.8%	66.6%
No	31.8%	26.0%	28.2%	33.4%
When decided which restaurant				
Immediately before	48.3%	45.4%	35.1%	38.0%
Within two hours before	47.5%	29.8%	32.6%	28.1%
More than two hours before but the same day	4.2%	22.7%	30.8%	21.7%
More than a day in advance	--	1.6%	1.6%	8.2%
Do not know	--	0.6%	--	4.0%
First time at restaurant				
Yes	9.4%	14.6%	13.8%	16.4%
No	90.4%	85.4%	86.2%	83.6%
Where found out about restaurant				
Always knew	13.0%	34.0%	27.3%	25.3%
Advertising	3.1%	5.4%	11.2%	2.0%
Saw it while passing	41.0%	20.9%	24.4%	21.3%
Word-of-mouth	31.4%	28.8%	28.8%	34.9%
Read/heard about in media	5.9%	3.9%	4.3%	5.5%
Restaurant guide	--	--	--	2.1%
Dining club	--	--	--	--
Other	1.9%	1.3%	0.8%	4.5%
Do not know	3.7%	5.6%	3.2%	4.4%

TABLE III-10

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT AT A FAMILY RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
Number in party								
1	5.5%	12.8%	2.4%	3.8%	6.7%	7.1%	3.6%	4.1%
2	42.3%	32.5%	65.7%	29.3%	32.6%	35.5%	43.8%	52.2%
3	17.8%	26.5%	8.0%	19.7%	25.8%	18.7%	15.7%	18.7%
4	23.0%	13.6%	17.8%	28.7%	25.8%	25.1%	23.8%	17.8%
5	4.0%	2.1%	1.0%	9.6%	2.2%	4.4%	3.3%	4.7%
More than 5	7.4%	12.4%	5.2%	9.0%	6.7%	9.2%	9.9%	2.5%
Party composition								
Spouse or date	68.8%	24.3%	90.0%	67.5%	67.0%	63.9%	75.5%	70.6%
Children 12 and under	21.8%	11.7%	3.7%	59.6%	4.7%	19.9%	27.3%	21.3%
Children 13 to 17	7.3%	--	1.0%	11.2%	20.0%	3.2%	12.9%	11.2%
Relatives other than spouse	26.2%	33.6%	13.9%	24.5%	40.0%	30.8%	25.3%	18.3%
Friends	30.4%	47.9%	21.6%	25.8%	34.1%	38.7%	25.8%	21.2%
Other	1.2%	2.2%	1.7%	1.3%	--	0.6%	1.5%	--
Party members influence on decision to eat out*								
Spouse or date	64.8%	58.8%	66.3%	61.8%	57.9%	67.5%	62.9%	62.1%
Children 12 and under	15.0%	**	**	11.1%	**	12.2%	**	30.8%
Children 13 to 17	16.2%	**	**	17.6%	23.5%	12.5%	20.0%	14.3%
Relatives other than spouse	57.0%	66.7%	46.2%	37.8%	61.8%	63.2%	43.3%	60.9%
Friends	38.0%	62.1%	40.0%	48.5%	10.3%	38.1%	46.4%	32.0%
Respondent	61.1%	57.0%	66.9%	54.3%	62.4%	61.6%	57.8%	62.7%

TABLE III-10 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Party members influence on choice of restaurant*								
Spouse or date	64.2%	17.6%	68.7%	59.8%	66.7%	63.0%	59.6%	71.3%
Children 12 and under	25.7%	**	**	22.2%	**	16.3%	25.0%	38.5%
Children 13 to 17	32.4%	**	**	23.5%	47.0%	--	53.3%	28.6%
Relatives other than spouse	53.3%	50.0%	50.0%	37.8%	82.4%	51.3%	53.3%	60.9%
Friends	54.2%	65.5%	52.5%	50.0%	31.0%	57.1%	53.6%	48.0%
Respondent	59.6%	51.2%	68.6%	58.3%	57.6%	53.1%	64.9%	65.8%

*Percent based only on proportion of party members present.

**Statistically not meaningful.

TABLE III-11

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT AT A FAMILY RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Number in party				
1	5.5%	5.7%	6.1%	5.3%
2	35.2%	47.6%	47.8%	36.8%
3	22.1%	13.4%	15.2%	20.4%
4	23.2%	23.5%	19.6%	25.4%
5	4.7%	3.2%	4.1%	4.1%
More than 5	9.2%	6.7%	7.3%	8.0%
Party composition				
Spouse or date	62.6%	77.2%	71.4%	66.5%
Children 12 and under	32.7%	16.8%	19.8%	23.8%
Children 13 to 17	6.9%	10.6%	10.1%	5.3%
Relatives other than spouse	30.7%	23.2%	25.3%	26.6%
Friends	29.9%	29.0%	27.1%	33.7%
Other	1.4%	1.0%	1.0%	1.5%
Party members influence on decision to eat out*				
Spouse or date	60.4%	66.5%	66.9%	64.5%
Children 12 and under	20.0%	2.8%	6.8%	21.2%
Children 13 to 17	28.6%	13.0%	13.6%	28.6%
Relatives other than spouse	39.4%	70.0%	48.2%	67.6%
Friends	36.7%	32.8%	35.2%	36.9%
Respondent	56.1%	66.1%	64.2%	57.7%
Party members influence on choice of restaurant*				
Spouse or date	56.0%	62.3%	69.4%	61.3%
Children 12 and under	32.8%	17.4%	18.2%	31.8%
Children 13 to 17	50.0%	26.1%	27.3%	35.7%
Relatives other than spouse	39.4%	68.0%	57.1%	51.4%
Friends	38.3%	58.6%	51.8%	57.1%
Respondent	57.3%	64.6%	67.1%	54.1%

*Percent based only on proportion of party members present.

**Statistically not meaningful.

TABLE III-12

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT OUT AT A FAMILY RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Number in party				
1	5.1%	9.4%	2.1%	7.2%
2	46.7%	36.9%	44.3%	44.4%
3	18.9%	18.7%	16.5%	17.5%
4	17.9%	23.6%	26.1%	18.8%
5	2.8%	4.1%	3.2%	5.4%
More than 5	8.6%	7.2%	7.8%	6.8%
Party composition				
Spouse or date	55.8%	72.8%	72.8%	71.4%
Children 12 and under	19.1%	23.6%	22.5%	24.4%
Children 13 to 17	4.5%	13.7%	3.9%	4.6%
Relatives other than spouse	28.3%	19.5%	29.7%	22.6%
Friends	26.2%	32.2%	33.6%	25.5%
Other	1.6%	--	1.6%	2.3%
Party members influence on decision to eat out*				
Spouse or date	53.8%	62.4%	69.1%	67.3%
Children 12 and under	33.3%	**	11.9%	22.2%
Children 13 to 17	**	**	**	**
Relatives other than spouse	50.0%	62.1%	53.6%	62.5%
Friends	33.3%	44.4%	29.8%	50.0%
Respondent	57.1%	60.4%	65.8%	61.0%
Party members influence on choice of restaurant*				
Spouse or date	55.8%	57.8%	72.0%	61.5%
Children 12 and under	50.0%	22.8%	9.5%	44.4%
Children 13 to 17	**	**	**	**
Relatives other than spouse	50.0%	75.9%	46.4%	62.5%
Friends	47.6%	55.6%	52.6%	62.5%
Respondent	54.0%	60.7%	58.6%	69.9%

*Percentage based only on party members present.

**Statistically not meaningful.

TABLE III-13

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME FAMILY RESTAURANT MEAL BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Eat out because of a special occasion								
Yes	15.3%	14.3%	12.8%	15.3%	18.7%	17.0%	14.3%	13.5%
No	84.6%	85.7%	86.9%	84.7%	81.3%	83.0%	85.2%	86.5%
Degree of difficulty to prepare same meal at home								
Impossible	14.8%	20.3%	11.7%	12.6%	19.6%	14.0%	16.1%	17.3%
Very difficult	19.9%	27.3%	18.4%	19.0%	22.8%	19.7%	17.0%	25.0%
Somewhat difficult	29.6%	24.1%	27.8%	36.7%	22.8%	28.2%	31.3%	30.9%
Somewhat easy	20.6%	15.9%	19.3%	20.9%	25.0%	18.7%	24.7%	17.7%
Very easy	12.7%	9.7%	18.3%	10.8%	6.5%	16.0%	10.3%	6.4%
Do not know	2.4%	2.8%	4.4%	--	3.3%	3.4%	0.6%	2.7%

TABLE III-14

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME FAMILY RESTAURANT MEAL BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYE
Eat out because of a special occasion				
Yes	12.8%	17.2%	12.6%	17.9%
No	87.2%	82.5%	87.1%	82.1%
Degree of difficulty to prepare same meal at home				
Impossible	14.4%	13.2%	15.5%	15.1%
Very difficult	20.7%	24.2%	23.8%	17.5%
Somewhat difficult	26.0%	34.5%	28.2%	29.4%
Somewhat easy	21.8%	19.6%	22.3%	18.9%
Very easy	15.2%	7.1%	9.2%	15.4%
Do not know	1.9%	1.5%	1.0%	3.7%

TABLE III-15

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME FAMILY RESTAURANT MEAL BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Eat out because of a special occasion				
Yes	18.3%	15.4%	12.4%	15.6%
No	81.7%	84.6%	87.6%	83.5%
Degree of difficulty to prepare same meal at home				
Impossible	16.4%	16.1%	11.4%	13.0%
Very difficult	16.4%	18.4%	22.0%	26.2%
Somewhat difficult	26.2%	28.8%	30.7%	30.9%
Somewhat easy	28.0%	23.7%	14.5%	19.7%
Very easy	10.7%	10.8%	17.8%	9.4%
Do not know	2.3%	2.2%	3.5%	0.9%

TABLE III-16

RANKING OF ATTRIBUTES FOR FAMILY RESTAURANTS BY HOUSEHOLD TYPE

SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER
1. Quality of food	1. Quality of food	1. Quality of food	1. Quality of food
2. Friendly service	2. Friendly service	2. Friendly service	2. Friendly service
3. Atmosphere	3. Atmosphere	3. Nutritious food	3. Atmosphere
4. Nutritious food	4. Convenient parking	4. Variety of menu items	4. Convenient location
5. Expected cost of total meal	5. Nutritious food	5. Atmosphere	5. Nutritious food
6. Variety of menu items	6. Variety of menu items	6. Expected cost of total meal	6. Convenient parking
7. Convenient location	7. Fast service	7. Fast Service	7. Variety of menu items
8. Fast service	8. Expected cost of total meal	8. Convenient parking	8. Expected cost of total meal
9. Convenient parking	9. Convenient location	9. Convenient location	9. Fast Service
10. Price of individual menu item	10. Special menu item	10. Price of individual menu item	10. Price of individual menu item
11. Special menu item	11. Price of individual menu item	11. Special menu item	11. Special menu item
12. Non-smoking section	12. Non-smoking section	12. Non-smoking section	12. Non-smoking section
13. Special discounts, promotions	13. Special discounts, promotions	13. Special discounts, promotions	13. Special discounts, promotions

TABLE III-17

RANKING OF ATTRIBUTES FOR FAMILY RESTAURANTS BY HOUSEHOLD INCOME

LESS THAN $20,000	$20,000- $29,000	$30,000 AND OVER
1. Quality of food	1. Quality of food	1. Quality of food
2. Friendly service	2. Friendly service	2. Friendly service
3. Atmosphere	3. Nutritious food	3. Convenient location
4. Nutritious food	4. Atmosphere	4. Atmosphere
5. Expected cost of total meal	5. Convenient parking	5. Variety of menu items
6. Variety of menu items	6. Variety of menu items	6. Nutritious food
7. Convenient parking	7. Fast service	7. Fast service
8. Fast service	8. Convenient location	8. Convenient parking
9. Convenient location	9. Special menu item	9. Expected cost of total meal
10. Special menu item	10. Expected cost of total meal	10. Price of individual menu item
11. Price of individual menu item	11. Price of individual menu item	11. Special menu item
12. Non-smoking section	12. Non-smoking section	12. Non-smoking section
13. Special discounts, promotions	13. Special discounts, promotions	13. Special discounts, promotions

TABLE III-18

RANKING OF ATTRIBUTES FOR FAMILY RESTAURANTS BY NUMBER OF WAGE EARNERS

	ONE EARNER		TWO OR MORE EARNERS
1.	Quality of food	1.	Quality of food
2.	Friendly service	2.	Friendly service
3.	Atmosphere	3.	Atmosphere
4.	Nutritious food	4.	Nutritious food
5.	Convenient parking	5.	Variety of menu items
6.	Variety of menu items	6.	Fast service
7.	Fast service	7.	Expected cost of total meal
8.	Convenient location	8.	Convenient parking
9.	Expected cost of total meal	9.	Convenient location
10.	Price of individual menu item	10.	Special menu item
11.	Special menu item	11.	Price of individual menu item
12.	Non-smoking section	12.	Non-smoking section
13.	Special discounts, promotions	13.	Special discounts, protmotions

TABLE III-19

RANKING OF ATTRIBUTES FOR FAMILY RESTAURANTS BY FEMALE EMPLOYMENT STATUS

	WIFE OR MOTHER EMPLOYED		WIFE OR MOTHER NOT EMPLOYED
1.	Quality of food	1.	Quality of food
2.	Friendly service	2.	Friendly service
3.	Atmosphere	3.	Atmosphere
4.	Nutritious food	4.	Nutritious food
5.	Variety of menu items	5.	Convenient parking
6.	Convenient location	6.	Variety of menu items
7.	Fast service	7.	Expected cost of total meal
8.	Expected cost of total meal	8.	Fast Service
9.	Convenient parking	9.	Convenient location
10.	Price of individual menu item	10.	Special menu item
11.	Special menu item	11.	Price of individual menu item
12.	Non-smoking section	12.	Non-smoking section
13.	Special discounts, promotions	13.	Special discounts, promotions

TABLE III-20

RANKING OF ATTRIBUTES FOR FAMILY RESTAURANTS BY REGION OF THE COUNTRY

NORTHEAST	MIDWEST	SOUTH	WEST
1. Quality of food	1. Quality of food	1. Quality of food	1. Quality of food
2. Friendly service	2. Friendly service	2. Friendly service	2. Friendly service
3. Nutritious food	3. Atmosphere	3. Nutritious food	3. Variety of menu items
4. Variety of menu items	4. Variety of menu items	4. Fast service	4. Nutritious food
5. Convenient location	5. Convenient parking	5. Atmosphere	5. Atmosphere
6. Atmosphere	6. Nutritious food	6. Convenient parking	6. Expected cost of total meal
7. Convenient parking	7. Convenient location	7. Expected cost of total meal	7. Convenient parking
8. Expected cost of total meal	8. Expected cost of total meal	8. Variety of menu items	8. Convenient location
9. Fast service	9. Fast service	9. Special menu item	9. Fast service
10. Price of individual menu item	10. Price of individual menu item	10. Convenient location	10. Price of individual menu item
11. Special menu item	11. Special menu item	11. Price of individual menu item	11. Special menu item
12. Non-smoking section	12. Non-smoking section	12. Non-smoking section	12. Non-smoking section
13. Special discounts, promotions	13. Special discounts, promotions	13. Special discounts, promotions	13. Special discounts, promotions

TABLE III-21

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A FAMILY RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
PRICE OF INDIVIDUAL MENU ITEM								
Not at all important	14.8%	20.5%	14.6%	13.8%	15.6%	9.9%	18.5%	21.1%
Slightly important	9.4%	4.9%	8.5%	6.9%	16.7%	38.6%	7.8%	14.4%
Somewhat important	25.9%	26.4%	25.4%	25.8%	27.8%	24.9%	25.1%	30.2%
Important	28.9%	28.0%	32.1%	25.2%	24.4%	34.0%	26.9%	20.3%
Very important	21.1%	20.1%	19.3%	28.3%	15.6%	23.7%	21.8%	14.0%
Mean value	3.3	3.2	3.3	3.5	3.1	3.5	3.2	2.9
CONVENIENT LOCATION								
Not at all important	11.2%	12.2%	14.2%	8.2%	9.9%	14.3%	11.6%	4.7%
Slightly important	8.7%	1.8%	9.3%	12.0%	9.9%	6.1%	13.1%	9.3%
Somewhat important	17.4%	21.7%	13.6%	18.4%	14.3%	17.0%	19.4%	17.3%
Important	33.8%	34.0%	30.5%	33.5%	36.3%	34.9%	27.3%	37.1%
Very important	27.6%	30.3%	30.4%	25.9%	29.7%	25.4%	28.6%	31.6%
Mean value	3.7	3.6	3.6	3.6	3.7	3.5	3.5	3.8
QUALITY OF FOOD								
Not at all important	1.4%	--	0.4%	1.9%	4.3%	1.1%	1.6%	2.3%
Slightly important	1.4%	0.4%	0.4%	0.6%	6.5%	1.0%	2.6%	1.2%
Somewhat important	5.8%	8.7%	3.5%	7.6%	4.3%	5.5%	4.4%	7.1%
Important	26.3%	29.1%	32.2%	24.0%	17.4%	23.9%	23.8%	31.6%
Very important	64.9%	61.8%	63.4%	65.2%	67.4%	68.4%	67.6%	57.8%
Mean value	4.5	4.5	4.6	4.5	4.4	4.6	4.5	4.4
FAST SERVICE								
Not at all important	6.7%	7.3%	7.4%	7.0%	4.4%	8.1%	7.9%	2.9%
Slightly important	9.0%	13.2%	6.1%	9.5%	11.0%	7.5%	7.3%	13.4%
Somewhat important	23.5%	20.9%	18.7%	24.0%	36.3%	16.4%	30.9%	32.1%
Important	33.7%	34.3%	39.8%	30.4%	25.3%	36.4%	27.0%	32.3%
Very important	26.8%	24.3%	27.5%	28.5%	23.1%	31.6%	26.2%	19.3%
Mean value	3.7	3.5	3.7	3.6	3.5	3.8	3.6	3.5

TABLE III-21 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
VARIETY OF MENU ITEMS								
Not at all important	4.3%	--	3.4%	7.0%	6.7%	3.9%	3.0%	5.3%
Slightly important	6.4%	8.9%	5.9%	7.0%	5.6%	3.5%	13.1%	6.4%
Somewhat important	24.7%	23.9%	20.6%	22.4%	37.8%	22.2%	28.6%	26.1%
Important	37.0%	45.1%	40.3%	32.7%	24.4%	43.0%	27.3%	35.4%
Very important	26.9%	20.4%	29.1%	30.8%	25.6%	27.0%	27.4%	26.0%
Mean value	3.8	3.7	3.8	3.8	3.5	3.9	3.6	3.7
ATMOSPHERE								
Not at all important	4.3%	6.5%	3.3%	4.4%	1.1%	3.7%	4.9%	5.0%
Slightly important	5.2%	6.6%	3.7%	5.6%	7.7%	4.2%	9.7%	2.9%
Somewhat important	16.5%	4.6%	15.1%	22.5%	20.9%	10.1%	20.3%	24.8%
Important	38.2%	35.5%	41.6%	38.1%	39.6%	37.2%	38.4%	38.8%
Very important	35.2%	46.8%	35.7%	28.8%	30.8%	44.8%	25.8%	28.5%
Mean value	4.0	3.9	4.0	3.8	3.9	4.1	3.7	3.8
NON-SMOKING SECTION								
Not at all important	43.1%	34.3%	42.9%	45.6%	51.1%	38.9%	42.1%	55.2%
Slightly important	6.9%	--	5.2%	10.1%	10.9%	3.2%	7.9%	11.3%
Somewhat important	10.8%	18.6%	10.3%	10.1%	7.6%	10.6%	11.1%	9.6%
Important	16.6%	14.9%	17.7%	14.6%	14.1%	21.8%	15.4%	8.2%
Very important	20.4%	27.7%	21.3%	18.4%	14.1%	23.6%	19.5%	14.9%
Mean value	2.8	3.0	2.7	2.5	2.3	2.9	2.6	2.2
NUTRITIOUS FOOD								
Not at all important	6.6%	5.4%	5.5%	7.6%	8.8%	4.3%	7.9%	9.0%
Slightly important	4.4%	2.5%	6.6%	1.3%	5.5%	2.7%	1.7%	10.1%
Somewhat important	18.6%	14.5%	19.6%	19.0%	18.7%	12.7%	26.6%	21.4%
Important	35.5%	46.7%	36.0%	25.9%	42.8%	38.3%	30.0%	35.2%
Very important	34.7%	30.5%	32.3%	46.2%	23.1%	42.0%	33.4%	24.3%
Mean value	3.9	3.9	3.8	3.8	3.7	4.1	3.8	3.5

TABLE III-21 (Continued)

	TOTAL RESPONDENTS	HOUSEHOLD TYPE SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	HOUSEHOLD INCOME LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
CONVENIENT PARKING								
Not at all important	8.8%	20.2%	5.3%	6.3%	11.0%	8.9%	7.8%	9.7%
Slightly important	7.7%	3.7%	5.9%	12.6%	8.8%	2.8%	11.7%	13.5%
Somewhat important	21.2%	16.0%	20.0%	23.4%	25.3%	18.2%	22.7%	28.4%
Important	31.9%	33.3%	35.8%	29.1%	26.4%	36.9%	30.0%	21.9%
Very important	30.0%	25.1%	33.1%	27.8%	28.6%	32.5%	27.8%	26.6%
Mean value	3.7	3.4	3.8	3.6	3.5	3.8	3.6	3.4
SPECIAL MENU ITEM								
Not at all important	18.9%	18.1%	16.7%	19.1%	23.9%	13.8%	17.3%	29.1%
Slightly important	7.1%	4.8%	3.8%	8.3%	12.0%	6.0%	7.5%	9.5%
Somewhat important	20.5%	24.8%	19.1%	21.0%	20.6%	19.1%	22.6%	20.4%
Important	31.7%	34.2%	33.5%	34.4%	25.0%	35.9%	27.5%	28.2%
Very important	21.1%	15.3%	26.9%	17.2%	18.5%	24.2%	24.2%	12.9%
Mean value	3.3	3.2	3.5	3.2	3.0	3.5	3.4	2.9
SPECIAL DISCOUNTS, PROMOTIONS								
Not at all important	58.0%	52.0%	59.3%	58.9%	62.6%	51.6%	56.9%	73.5%
Slightly important	11.7%	14.6%	11.5%	12.0%	11.0%	12.5%	10.9%	11.7%
Somewhat important	9.9%	10.9%	8.3%	10.8%	12.1%	10.2%	9.4%	9.3%
Important	10.5%	7.9%	11.1%	8.9%	5.5%	12.9%	11.2%	3.8%
Very important	7.7%	5.6%	8.5%	8.9%	7.7%	10.5%	7.4%	1.6%
Mean value	2.1	1.9	2.0	2.0	1.8	2.2	2.0	1.5
FRIENDLY SERVICE								
Not at all important	1.9%	1.7%	1.4%	1.9%	--	1.7%	2.2%	1.2%
Slightly important	1.2%	--	0.4%	1.3%	3.3%	0.6%	2.2%	1.9%
Somewhat important	10.8%	7.5%	6.3%	15.2%	13.2%	8.5%	12.1%	14.1%
Important	38.9%	37.3%	42.5%	36.7%	34.1%	35.2%	40.6%	44.2%
Very important	47.2%	53.2%	49.3%	44.9%	49.4%	53.9%	43.0%	38.6%
Mean value	4.3	4.3	4.4	4.2	4.3	4.4	4.2	4.2

TABLE III-21 (Continued)

			HOUSEHOLD TYPE			HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
EXPECTED COST OF TOTAL MEAL								
Not at all important	7.4%	7.4%	6.5%	8.9%	6.8%	5.2%	8.8%	10.2%
Slightly important	7.9%	12.7%	8.4%	7.0%	11.4%	4.8%	11.0%	11.3%
Somewhat important	21.6%	17.6%	19.2%	24.0%	27.3%	13.6%	29.0%	30.3%
Important	35.9%	43.5%	40.7%	27.2%	30.7%	42.3%	29.5%	30.4%
Very important	26.8%	24.3%	24.6%	32.3%	23.9%	34.0%	21.7%	16.9%
Mean value	3.7	3.7	3.7	3.7	3.5	3.9	3.4	3.3

TABLE III-22

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A FAMILY RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
PRICE OF INDIVIDUAL MENU ITEM				
Not at all important	12.6%	17.3%	16.2%	13.4%
Slightly important	9.8%	11.5%	8.9%	10.3%
Somewhat important	24.9%	25.9%	22.4%	29.0%
Important	29.8%	28.1%	32.7%	26.1%
Very important	23.0%	17.2%	19.7%	21.2%
Mean value	3.4	3.2	3.3	3.3
CONVENIENT LOCATION				
Not at all important	10.5%	9.8%	11.5%	10.2%
Slightly important	8.1%	11.5%	11.5%	6.7%
Somewhat important	15.8%	20.8%	16.3%	18.0%
Important	38.2%	30.2%	29.2%	37.8%
Very important	26.1%	27.6%	30.2%	26.0%
Mean value	3.6	3.5	3.6	3.6
QUALITY OF FOOD				
Not at all important	3.1%	0.4%	0.4%	2.2%
Slightly important	1.4%	1.7%	1.7%	1.2%
Somewhat important	5.1%	4.5%	3.7%	7.9%
Important	24.4%	27.1%	30.2%	24.1%
Very important	66.0%	66.0%	63.8%	64.6%
mean value	4.5	4.6	4.6	4.5
FAST SERVICE				
Not at all important	6.4%	4.5%	6.0%	6.7%
Slightly important	10.0%	9.2%	9.0%	9.5%
Somewhat important	23.3%	29.6%	29.3%	19.8%
Important	33.7%	29.9%	29.0%	37.4%
Very important	26.2%	26.3%	26.1%	26.4%
Mean value	3.6	3.6	3.6	3.7
VARIETY OF MENU ITEMS				
Not at all important	4.5%	5.7%	6.1%	3.1%
Slightly important	7.0%	7.8%	6.8%	6.1%
Somewhat important	24.4%	25.1%	25.0%	23.9%
Important	38.6%	34.7%	34.1%	39.6%
Very important	24.8%	26.7%	28.0%	26.0%
Mean value	3.7	3.7	3.7	3.8

TABLE III-22 (Continued)

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
ATMOSPHERE				
Not at all important	3.6%	5.3%	3.3%	5.4%
Slightly important	5.2%	5.7%	7.0%	3.8%
Somewhat important	14.7%	19.0%	17.2%	15.4%
Important	42.2%	36.4%	44.5%	34.5%
Very important	33.8%	33.2%	27.6%	40.3%
Mean value	4.0	3.9	3.9	4.0
NON-SMOKING SECTION				
Not at all important	42.6%	44.8%	46.4%	40.2%
Slightly important	7.1%	9.4%	9.4%	5.3%
Somewhat important	11.8%	10.9%	9.5%	11.6%
Important	19.0%	16.1%	15.6%	18.0%
Very important	18.7%	16.3%	16.2%	23.3%
Mean value	2.6	2.5	2.4	2.8
NUTRITIOUS FOOD				
Not at all important	7.4%	6.6%	6.7%	7.0%
Slightly important	2.8%	6.3%	6.1%	3.2%
Somewhat important	16.5%	24.0%	21.4%	15.6%
Important	34.9%	34.0%	33.2%	38.6%
Very important	38.0%	29.2%	32.6%	35.4%
Mean value	3.9	3.7	3.8	3.9
CONVENIENT PARKING				
Not at all important	7.4%	9.3%	9.6%	8.1%
Slightly important	8.5%	9.5%	9.5%	5.9%
Somewhat important	20.0%	27.5%	24.2%	18.1%
Important	35.4%	24.1%	30.7%	34.1%
Very important	28.4%	29.6%	26.1%	33.1%
Mean value	3.7	3.5	3.5	3.8
SPECIAL MENU ITEM				
Not at all important	21.0%	16.8%	17.0%	20.4%
Slightly important	5.5%	10.3%	9.6%	5.3%
Somewhat important	21.4%	18.8%	18.1%	23.3%
Important	31.0%	33.1%	35.9%	28.4%
Very important	20.6%	21.0%	19.4%	22.3%
Mean value	3.2	3.3	3.3	3.3

TABLE III-22 (Continued)

	NUMBER OF WAGE EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
SPECIAL DISCOUNTS, PROMOTIONS				
Not at all important	62.8%	57.5%	58.7%	57.9%
Slightly important	12.5%	11.3%	12.2%	11.0%
Somewhat important	8.5%	13.1%	12.6%	7.0%
Important	8.0%	12.5%	9.4%	12.0%
Very important	6.9%	4.1%	5.5%	9.8%
Mean value	1.8	1.9	1.9	2.0
FRIENDLY SERVICE				
Not at all important	2.2%	1.1%	1.0%	2.6%
Slightly important	2.8%	0.2%	1.0%	1.5%
Somewhat important	11.3%	10.6%	11.4%	10.9%
Important	35.3%	43.7%	40.4%	37.6%
Very important	48.3%	44.4%	46.1%	47.3%
Mean value	4.2	4.3	4.3	4.2
EXPECTED COST OF TOTAL MEAL				
Not at all important	8.4%	8.1%	7.8%	6.7%
Slightly important	10.3%	7.6%	7.2%	8.9%
Somewhat important	21.1%	27.8%	24.5%	19.7%
Important	35.2%	32.5%	35.3%	35.9%
Very important	24.8%	23.3%	24.4%	28.5%
Mean value	3.6	3.6	3.6	3.7

TABLE III-23

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING A FAMILY RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
PRICE OF INDIVIDUAL MENU ITEM				
Not at all important	15.7%	14.3%	15.4%	16.1%
Slightly important	11.8%	11.1%	7.8%	8.2%
Somewhat important	31.9%	24.0%	23.5%	23.4%
Important	21.4%	31.8%	31.0%	30.1%
Very important	19.2%	18.8%	22.4%	22.2%
Mean value	3.2	3.3	3.2	3.4
CONVENIENT LOCATION				
Not at all important	7.3%	11.4%	14.4%	9.9%
Slightly important	11.3%	7.2%	7.7%	7.3%
Somewhat important	19.3%	16.1%	16.2%	24.2%
Important	30.1%	33.8%	37.5%	33.9%
Very important	32.0%	29.2%	22.6%	24.8%
Mean value	3.7	3.6	3.5	3.5
QUALITY OF FOOD				
Not at all important	3.4%	--	--	3.7%
Slightly important	2.0%	3.4%	--	--
Somewhat important	11.1%	7.0%	2.6%	5.6%
Important	27.2%	28.1%	23.9%	32.4%
Very important	56.4%	61.0%	73.5%	58.2%
Mean value	4.3	4.5	4.7	4.4
FAST SERVICE				
Not at all important	9.9%	8.4%	4.5%	3.4%
Slightly important	12.1%	10.0%	6.5%	10.8%
Somewhat important	27.8%	21.9%	16.6%	33.9%
Important	29.6%	40.9%	31.0%	31.2%
Very important	20.6%	18.4%	41.0%	20.7%
Mean value	3.4	3.5	4.0	3.5
VARIETY OF MENU ITEMS				
Not at all important	1.3%	3.9%	5.0%	7.9%
Slightly important	9.8%	9.4%	4.0%	2.8%
Somewhat important	25.4%	26.2%	21.2%	22.5%
Important	31.7%	34.5%	46.8%	30.1%
Very important	31.7%	24.7%	22.6%	35.3%
Mean value	3.8	3.7	3.8	3.8

TABLE III-23 (Continued)

	NORTHEAST	MIDWEST	SOUTH	WEST
ATMOSPHERE				
Not at all important	7.5%	1.2%	4.5%	7.3%
Slightly important	4.3%	7.4%	5.1%	1.1%
Somewhat important	22.2%	17.2%	10.7%	22.0%
Important	39.6%	38.9%	38.7%	35.1%
Very important	26.4%	34.4%	40.9%	33.2%
Mean value	3.7	4.0	4.0	3.8
NON-SMOKING SECTION				
Not at all important	44.8%	44.7%	44.8%	39.4%
Slightly important	9.2%	6.1%	6.0%	8.9%
Somewhat important	11.5%	8.8%	11.2%	13.2%
Important	8.6%	21.0%	20.0%	12.7%
Very important	21.1%	17.1%	16.9%	24.4%
Mean value	2.5	2.6	2.6	2.8
NUTRITIOUS FOOD				
Not at all important	7.5%	7.4%	4.7%	7.6%
Slightly important	6.3%	5.0%	3.5%	3.4%
Somewhat important	21.9%	22.5%	13.2%	19.8%
Important	31.3%	41.7%	33.0%	34.6%
Very important	32.9%	23.1%	45.3%	34.6%
Mean value	3.8	3.7	4.1	3.8
CONVENIENT PARKING				
Not at all important	10.7%	5.4%	11.0%	7.6%
Slightly important	13.2%	6.4%	3.8%	10.2%
Somewhat important	17.9%	25.5%	13.9%	31.3%
Important	26.4%	38.3%	33.1%	24.7%
Very important	31.8%	23.5%	38.2%	25.0%
Mean value	3.5	3.7	3.8	3.5
SPECIAL MENU ITEM				
Not at all important	18.8%	18.7%	15.7%	30.8%
Slightly important	11.3%	8.1%	5.0%	4.1%
Somewhat important	29.8%	20.4%	16.2%	20.2%
Important	22.4%	38.5%	33.7%	22.7%
Very important	15.3%	14.4%	29.4%	20.8%
Mean value	3.0	3.2	3.6	3.0

TABLE III-23 (Continued)

	NORTHEAST	MIDWEST	SOUTH	WEST
SPECIAL DISCOUNTS, PROMOTIONS				
Not at all important	58.9%	53.5%	62.1%	57.0%
Slightly important	15.1%	13.7%	8.8%	12.5%
Somewhat important	5.3%	11.4%	10.0%	14.3%
Important	8.3%	13.0%	10.6%	2.8%
Very important	7.0%	5.7%	7.6%	12.0%
Mean value	1.8	2.0	1.9	2.0
FRIENDLY SERVICE				
Not at all important	0.7%	0.9%	3.3%	2.1%
Slightly important	4.3%	0.5%	--	--
Somewhat important	17.2%	12.7%	5.1%	8.7%
Important	38.0%	44.0%	36.0%	40.1%
Very important	39.8%	41.7%	55.5%	49.2%
Mean value	4.1	4.2	4.4	4.3
EXPECTED COST OF TOTAL MEAL				
Not at all important	7.9%	6.2%	8.2%	8.4%
Slightly important	11.6%	7.3%	5.4%	9.7%
Somewhat important	25.3%	25.9%	18.1%	14.8%
Important	31.5%	38.8%	33.0%	37.9%
Very important	22.2%	21.2%	35.1%	29.1%
Mean value	3.5	3.6	3.8	3.7

HIGHLIGHTS FOR SECTION IV

- People eat at atmosphere restaurants when they wish to celebrate a special occasion, enjoy an evening's entertainment or simply because they like to eat out.

- Four out of ten respondents from working wife households said they dine at upscale restaurants because they like to eat out or because they want a night out. On the other hand, nearly half (44.8 percent) the individuals from non-working wife households tend to select this type of restaurant when they wish to celebrate a special occasion.

- Most decisions to dine at atmosphere restaurants are made while consumers are at home. However, a relatively large proportion of people from upper income households, married couple/no children households and working wife households made the decision while at work.

- Most consumers tend to make the decision to eat out and the choice of restaurant considerably in advance of the visit. The reason for eating out (celebrating a special occasion, enjoying a night out) as well as the financial considerations involved result in more planning for a visit to an upscale restaurant.

- Spouses from married couple/no children households have more say in the decision making process for atmosphere restaurants than do spouses from families with children.

- Spouses from working wife households exert more influence on the decision to eat at an upscale restaurant than do spouses from households where the wife does not work.

- Respondents from all demographic groups ranked quality of food as the most important attribute considered when choosing an atmosphere restaurant.

- Atmosphere ranks second in importance for singles, married couples with no children, households with teenagers, lower income households, households with two or more wage earners and households with a working wife.

- Friendly service ranks second in importance for households with children under 13, middle and upper income households, households with one wage earner and households where the wife or mother is not employed.

- Consumers also look for atmosphere restaurants which serve nutritious food, offer a variety of menu items and perhaps feature a specific entree.

- On the other hand, the expected cost of the meal at an upscale restaurant is not a particularly important consideration when selecting this type of restaurant.

SECTION IV

CONSUMER DECISION MAKING PROCESS FOR ATMOSPHERE RESTAURANTS

SECTION IV

CONSUMER DECISION MAKING PROCESS FOR ATMOSPHERE RESTAURANTS

IN THIS SECTION:

- Background on consumer eating out habits at atmosphere restaurants -- frequency of eating out, favorite restaurant types, reasons for eating out.
- Making the decision to eat at an atmosphere restaurant -- where and when the decision is made, who makes the decision, why eat at atmosphere restaurants, degree of difficulty to prepare same meal.
- Important attributes in choosing an atmosphere restaurant -- price, service, food, convenience and ambiance.

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1. Frequency Of Eating At Atmosphere Restaurants

Understanding consumer eating out habits is very beneficial to understanding how different groups of consumers make the decision to eat at an atmosphere restaurant. As a result, respondents were asked whether or not they had ever eaten at an atmosphere or upscale restaurant, their frequency of eating at such establishments and their reasons for eating at this type of restaurant.

Eighty-eight percent of those interviewed said they had eaten at an atmosphere restaurant at least once and eleven percent reported they had never eaten at this kind of restaurant. A look at the many demographic classifications shown in Tables IV-1 through IV-3 reveals that singles, individuals from families with children under 13, middle and upper income households, single wage earner households, households with a working wife, Northeasterners and Westerners have a large proportion of individuals who have eaten at an upscale restaurant. Over 95 percent of the people from households earning more than $20,000 have been to this type of restaurant at one time or another. However, nearly two out of ten respondents from lower income households and Southerners said they had never been to an atmosphere restaurant. (Readers are reminded that only people who had eaten at a restaurant at least once in the two weeks prior to the survey were interviewed.)

The largest proportions of individuals from nearly all demographic groups reported that they eat at atmosphere restaurants once or twice a month. The only exception to this are Westerners, where 24.6 percent said they eat out an average of three times a month. One-fourth of the respondents from households with children 13 years old and older and two out of ten of those from married couple/no children households, households earning $20,000 or more and households with a non-working wife indicated they dine at upscale eating places four times a month. In addition, a relatively large proportion of singles (22.9 percent), upper income households (17.3 percent), single wage earner households (19 percent), households where the wife or mother is not employed outside the home (15.9 percent) and Northeasterners (28.1 percent) stated they dine at this type of restaurant five or more times a month.

2. Favorite Atmosphere Restaurant Types

Most people have a preferred or favorite upscale restaurant, and they tend to patronize this type of establishment because they desire a specific kind of food -- namely beef or seafood.

Individuals from married couple/no children families are less likely to have a favorite atmosphere restaurant, with six out of ten reporting that they do not have a preferred eating place. On the other hand, six out of ten respondents from families with children said they do have a favorite atmosphere restaurant. The proportion of singles who have a favorite restaurant nearly equals that for those who do not have a favorite.

People from upper income households tend to have a favorite atmosphere restaurant (60.1 percent do versus 39.9 percent who do not), while lower income individuals tend to not have a favorite (45.8 percent do versus 54.2 percent who do not). Since these upper income people eat out more frequently, they probably have had more opportunity to find a favorite upscale restaurant.

Regional differences on the likelihood of having a favorite atmosphere restaurant are shown in Table IV-3. Over half the Southerners reported that they do not have a preferred atmosphere eating establishment, but six out of ten Westerners said they do.

Most individuals tend to favor upscale restaurants which serve beef, seafood or a combination of beef and seafood. In addition, establishments serving ethnic foods (Italian, Oriental, Spanish) are also popular as well as those which offer all types of foods. On the other hand, atmosphere restaurants which specialize in chicken, roast beef or Mexican foods are not favored by consumers, possibly because they are looking for more menu variety.

Singles tend to favor atmosphere restaurants which serve either all types of foods (25.4 percent) or seafood and fish (20.3 percent). Respondents from married couple/no children households prefer establishments which specialize in beef and seafood or all types of foods, and individuals from families with children have a preference for steak restaurants. In addition, those from families with teenagers tend to favor ethnic restaurants.

Individuals from households with one wage earner like upscale restaurants which specialize in all types of foods or in steak and beef, with nearly one-fourth stating that their favorite restaurant serves these foods. Twenty-three percent of the respondents from households with two or more wage earners said their most liked upscale restaurant specializes in seafood and fish.

Households with a working wife or mother tend to favor atmosphere restaurants which serve fish and seafood, while households where the wife does not work like places which offer all types of foods or specialize in steak and beef.

Regional differences in favorite atmosphere restaurants can be noted in Table IV-3. Northeasterners prefer restaurants which serve ethnic foods, with one-fourth reporting that their favorite upscale eating place specializes in ethnic menu items. Midwesterners favor atmosphere restaurants which serve all types of foods or steak and beef, while Southerners like places which offer fish and seafood. Westerners show preferences for beef and seafood restaurants and for steak and beef restaurants.

3. Reasons For Eating At Atmosphere Restaurants

People eat at atmosphere restaurants when they wish to celebrate a special occasion or to enjoy a night out. For the most part, these restaurant visits can be considered discretionary.

Nearly half the singles reported that their primary reason for eating at an upscale restaurant is to celebrate a special occasion, compared with 38.7 percent for all respondents. In addition, 12.4 percent of the singles indicated that they go to this kind of restaurant when they want a night out or when on a date. Respondents from families with children often eat at upscale places when they want a night out as well as when celebrating a special occasion. Individuals from married couple/no children households will choose an atmosphere restaurant when they celebrate a birthday, anniversary or other special occasions.

Respondents from all income groups indicated eating at atmosphere restaurants is primarily associated with discretionary reasons such as celebrating a birthday, anniversary or other special occasion, and this is especially true for lower income households. However, many respondents from middle and upper income segments reported they often dine at this type of restaurant because of lack of time, because they like to eat out or when they want to enjoy a night out. More than four out of ten people from lower income households reported they eat at this type of restaurant to celebrate a special occasion versus 30.7 percent for middle income respondents and 38.9 percent for upper income households. One out of ten individuals from households with incomes of $20,000 or more said they choose an upscale eating place when they want to eat out and 6.5 percent do so because of lack of time or because it is convenient. Twenty-one percent of the individuals from households with incomes between $20,000 and $29,999 and 20.4 percent of those from households with annual incomes of $30,000 or more reported dining out at this type of restaurant when they wish a night out.

Individuals from single wage earner households are very likely to patronize upscale restaurants when they celebrate a birthday, anniversary or other special occasion. Forty-five percent of these people indicated that they go to this type of restaurant when they want to celebrate a special event. On the other hand, a relatively large proportion of respondents from households with two or more wage earners (21.9 percent) choose this type of restaurant simply because they like to eat away from home or for no special reason.

People from households with a working wife or mother often dine at atmosphere restaurants because they like to eat out or when they want an evening's entertainment. Four out of ten of these respondents indicated that they will eat at an upscale establishment for these reasons. In comparison, about one-fourth of the individuals from families where the wife or mother is not employed outside the home gave these reasons for dining away from home. These people have a greater tendency of selecting an atmosphere restaurant when they wish to celebrate a special event -- 44.8 percent.

A larger proportion of Northeasterners and Southerners indicated that they dine at atmosphere restaurants to celebrate a special occasion than do Midwesterners and Westerners, 43.3 percent and 48.6 percent versus 34.9 percent and 26.9 percent, respectively. Westerners often choose this type of eating establishment when they want an evening out or when they simply feel like eating out for no specific reason.

4. Meal Last Eaten At An Atmosphere Restaurant

When asked which meal they ate at an atmosphere restaurant, nearly all said it was for dinner.

A relatively large proportion of singles, 12.2 percent, reported that their last meal at an upscale restaurant was lunch. More than nine out of ten people from other household types said their last meal was dinner, however.

Nearly two out of ten respondents from middle income households stated their last meal at this type of restaurant was for lunch. This may be due to the relatively large proportion of these people who indicated they eat at atmosphere restaurants when they have business meetings. Ninety-eight percent of the individuals from upper income households reported that their last meal at an upscale eating establishment was dinner, probably reflecting their primary reasons for eating out -- celebrating a special occasion or enjoying a night out.

Twelve percent of the respondents from the South and the West reported that their last meal at an atmosphere restaurant was lunch compared with nine percent for Midwesterners and less than one percent for Northeasterners. On the other hand, approximately 98 percent of the Northeasterners indicated they last ate dinner at an upscale restaurant.

5. Where And When The Atmosphere Restaurant Decision Is Made

The largest proportion of respondents from all demographic groups made the decision to eat at an atmosphere restaurant while they were at home. However, significant differences in the place of decision among all these groups can be noted in Tables IV-7 through IV-9.

Less than half (48.6 percent) the respondents from families with teenagers indicated that they made the decision to eat out while at home compared with more than six out of ten for all respondents. These families with teenagers tend to make many of their decisions while out shopping, traveling or when visiting friends. A relatively large proportion of singles (67 percent) and respondents from married couple/no children households (67.7 percent) made the decision to dine at an upscale eating establishment while at home. In addition, two out of ten singles and those from families with children under 13 stated they made the decision to eat at this type of restaurant while at work.

Respondents from lower income households are more likely to decide to dine at an atmosphere restaurant while at home, which may reflect their tendency to celebrate special occasions. Seven out of ten made the decision while at home compared with 57 percent for middle income individuals and 55.5 percent for upper income people. These latter income groups often make the decision while at work.

Single wage earner households and households where the wife or mother is not employed tend to make more of the decisions to eat at upscale restaurants while at home. Two-thirds of the respondents from these two demographic groups decided to dine out while they were at home compared with slightly more than half for those from households with two or more wage earners or where the wife or mother works. Individuals from these groups often make their atmosphere restaurant decisions while at work, when traveling or when visiting friends.

More than six out of ten Northeasterners, Midwesterners and Westerners made the decision to dine at an upscale eating place when they were at home compared with a lower 56.1 percent for Southerners. Nearly one-fourth of the Southerners made their decision while at work, versus 14.3 percent for all respondents. In addition, a relatively large proportion of Midwesterners and Westerners decided to eat at an atmosphere restaurant while traveling.

Most people from all demographic groups tend to make the decision to dine at an atmosphere restaurant in advance of the visit. This is especially true for individuals from households with teenagers, upper income households, households with a working wife or mother and Midwesterners where approximately seven out of ten said they made the decision at least eight hours before going. On the other hand, nearly half the individuals from middle income households made the decision less than eight hours prior to the visit. The reason for eating out at an atmosphere restaurant (celebration, enjoying a night out) as well as the higher cost of the meal probably cause most people to more carefully make the decision and to plan ahead for the occasion.

The majority of respondents from all demographic groups decide where and when to eat at an atmosphere restaurant simultaneously. Since many individuals stated they have a favorite atmosphere restaurant, it follows that when they decide to eat at an upscale place, their favorite one comes to mind. However, a relatively large proportion of people from families with teenagers, from middle income households, from two or more wage earner households, from households with a working wife, from the Northeast and from the West reported that they did not decide where and when simultaneously.

Although most respondents from all household types reported that they chose the restaurant just before or within two hours before the visit, a substantial number said they selected the restaurant more than a day in advance. This is especially true for individuals from families with young children where four out of ten reported that their decision on which restaurant to visit was made more than a day in advance and for individuals from married couple/no children households where three out of ten selected the restaurant more than a day in advance. Financial considerations as well as the reason for eating out and the need to make reservations most likely explain why these people tend to make their restaurant decision considerably in advance of the visit. On the other hand, a large number of singles (72 percent) and people from families with teenagers (76.5 percent) selected the restaurant either just before or within two hours before going there.

While respondents from lower income households tend to make the actual decision to eat out considerably in advance of the occasion, they are likely to select the restaurant just before going there. Forty-six percent chose the place immediately before and 34.8 percent did so within two hours before. On the other hand, 34.3 percent of the middle income respondents and 25.8 percent of the upper income respondents made their choice of restaurant more than a day in advance. Many of these people tend to patronize upscale restaurants which require reservations, and thus they must make plans in advance of their visit In addition, a large proportion of upper income respondents reported that they had not been to the restaurant before, and as a result, they may have felt the need to make their plans a day or so prior to the visit. (See Table IV-7.)

Regional differences on when the particular atmosphere restaurant is chosen are shown in Table IV-9. Three out of ten Northeasterners and Southerners said they selected the restaurant more than a day in advance compared with 23.8 percent for Midwesterners and 21 percent for Westerners.

6. Finding Out About The Atmosphere Restaurant

Making the decision on which atmosphere restaurant to patronize is made somewhat easier by the fact that the majority of respondents from all demographic groups have been to the restaurant previously. This is especially true for singles, where nearly nine out of ten said that this was not their first visit to the restaurant. On the other hand, a relatively large proportion of individuals from families with teenagers (46.2 percent), from households with two or more wage earners (32.4 percent) and households with a working wife or mother (31.4 percent) indicated that they recently visited a new atmosphere restaurant.

People find out about the atmosphere restaurants they go to primarily by word-of-mouth, as shown in Tables IV-7 through IV-9. Six out of ten singles, respondents from families with children under 13, those from upper income households, single wage earner households, Northeasterners and Southerners reported that they learned of the atmosphere restaurant by word-of-mouth. Many people stated that they have always known about the upscale eating establishment they have just visited, and this is especially true for individuals from married couple/no children households, middle income households and Midwesterners. However, relatively few individuals indicated they found out about the restaurant from an advertisement or from something they heard or read in the media.

7. Influence Of Party Members On The Decision To Eat At An Atmosphere Restaurant

Information on party size, party composition and influence of party members on the decision to eat at atmosphere restaurants varies for different demographic groups. For example, spouses have considerable influence on the decision making process for married couple/no children households, but have less say in making the decision for households with children and teenagers. (Since children and teenagers are present on only a small number of occasions at this type of restaurant, any calculation as to their impact on the decision making process is statistically not meaningful.) In the following paragraphs highlights of the information shown in Tables IV-10 through IV-12 are presented for selected demographic segments.

SINGLES

Singles tend to visit atmosphere restaurants in parties of two or three persons. Nearly half (47.1 percent) reported that they recently went to an upscale restaurant with one other person, and two out of ten said they were joined by two additional people. Friends and dates are likely to accompany singles to this type of restaurant, with seven out of ten parties including friends and four out of ten including dates. Dates tend to have more influence on the actual decision to eat out than on the choice of restaurant. Single respondents reported that forty-one percent of the dates present influenced the decision to eat out but only 11.8 percent helped select the eating place. Friends present are nearly equally likely to influence both these aspects of the decision making process, as shown in Table IV-10.

MARRIED COUPLE/NO CHILDREN HOUSEHOLDS

Over half the respondents from married couple/no children households indicated that they dine at atmosphere restaurants in parties of two people, and a relatively large number of people (18.9 percent) said they often dine at atmosphere restaurants in parties of more than five persons. Spouses nearly always accompany these individuals, and friends are often present, as shown in Table IV-10. Spouses have considerably more influence over the actual decision to eat out than on the selection of the restaurant. Individuals from this demographic group said that seven out of ten spouses present influenced the decision to eat out compared with about half who helped choose the atmosphere restaurant. On the other hand, friends and respondents themselves exert more influence on the choice of restaurant, according to the responses for this demographic group.

HOUSEHOLDS WITH INCOMES OF $30,000 AND OVER

People from upper income households tend to go to atmosphere restaurants in groups of two or four persons. Forty-four percent said their party was comprised of two persons, and an additional 30.9 percent said four persons. Nearly all parties include a spouse or a date and four out of ten include friends. Spouses, dates, friends and the respondents themselves have equal influence on whether or not the party should dine at an upscale restaurant, as shown in Table IV-10. However, respondents have slightly more impact on the choice of restaurant. Fifty-five percent indicated they helped select the restaurant. On the other hand, interviewees said that 46.7 percent of the spouses or dates present and 48.6 percent of the friends present influenced the decision on which restaurant to patronize.

HOUSEHOLDS WITH ONE WAGE EARNER

Respondents from households with only one wage earner often dine at atmosphere restaurants in parties of two or four persons, as revealed in Table IV-11. Spouses, dates and friends will usually be present. Seven out of ten parties include a spouse or date and about half include friends, according to the responses for this demographic segment. Respondents from this demographic group reported that over half the spouses present helped decide whether or not the party should eat out, and slightly more than one-third aided in the choice of restaurant. The respondents, however, exert more influence on the choice of restaurant than on the actual decision to eat away from home, 56.6 percent versus 49.4 percent.

HOUSEHOLDS WITH TWO OR MORE WAGE EARNERS

Over half the individuals from households with two or more wage earners eat at atmosphere restaurants in groups of two, and an additional one-third do so in groups of four or more. Spouses, dates or friends will usually be present. Nine out of ten parties for this group include a spouse or date and nearly four out of ten include friends. According to the responses from this segment, spouses have considerable influence on the decision to eat out but less on the choice of restaurant, 68.2 percent versus 56.5 percent. In addition, spouses have more say in the entire decision making process than do the respondents for this demographic group.

HOUSEHOLDS WITH AN EMPLOYED WIFE OR MOTHER

About half the people from families where the wife or mother is employed reported eating at an upscale restaurant with one other person, and nearly four out of ten said they dined with three or more others. Spouses and dates are usually present, with 86.1 percent of the parties including a spouse or date. Friends are also frequent party members for this group

-- 40.2 percent of the parties include friends. In terms of the decision making process, spouses and friends exert more influence on the actual decision to eat out than do the respondents, but the opposite is true when deciding which restaurant to partonize. (See Table IV-11.)

HOUSEHOLDS WHERE THE WIFE OR MOTHER IS NOT EMPLOYED

Individuals from households where the wife or mother does not work outside the home reported that they dine at atmosphere restaurants in groups of two persons (45.4 percent) or four persons (24.7 percent). Others who are likely to be included are spouses, dates (70 percent) and friends (43.5 percent). Respondents reported that half the spouses present had a say in whether or not the party should eat out and a substantially lower 36.5 percent helped select the restaurant. (Readers should note that spouses from working wife households are more likely to influence the decision making process than are those from non-working wife households.)

8. Degree Of Difficulty In Preparing Same Atmosphere Restaurant Meal

A relatively large proportion of individuals from households with children under 13 (44.3 percent), households with teenagers (43.6 percent), lower income households (52.3 percent), single wage earner households (42.7 percent) and Midwesterners (44.3 percent) stated that their recent visit to an upscale restaurant was for a special occasion. Many of these respondents had previously indicated that the reason they go to an atmosphere restaurant is to celebrate a birthday, anniversary or other special event. On the other hand, seven out of ten people from married couple/no children households and three-fourths of those from middle income households said they did not dine out because of a special occasion.

For the majority of people surveyed the meal recently eaten at an upscale restaurant would have been difficult to prepare and serve at home. This is especially true for individuals from families with children under 13 where 65.7 percent said it would be impossible or very difficult. Singles believe it would be difficult to prepare the meal at home, but not necessarily impossible. Thirty-one percent said it would be very difficult and a slightly larger 36.1 percent said somewhat difficult. A relatively large proportion of respondents from married couple/no children households (19.6 percent) said it would be somewhat easy or very easy to prepare the same meal at home. Many of these people had stated that they may dine at this type of restaurant when they feel like eating out or are pressed for time, and as a result they may believe they could have fixed the meal at home if they had been so inclined.

Individuals from middle and upper income households find preparing the same atmosphere restaurant meal at home more difficult than do those from lower income households. Six out of ten respondents from households earning $20,000 or more said preparing the same meal would be impossible or very difficult compared with about half for those earning less than $20,000. However, 15.9 percent of the upper income respondents said that they could have prepared the same meal relatively easily if they had been so inclined.

Although the majority of either one or two or more wage earner households indicated that preparing the same meal at home would be difficult, households with only one wage earner find preparing the same meal served at an atmosphere restaurant somewhat more difficult than households with two or more wage earners. Sixty-one percent of the respondents from the former type of household reported that preparing the same meal would be impossible or very difficult versus 56.6 percent for those from the latter type of household. Perhaps individuals from multi-wage earner families feel that the actual preparation of the meal would not be too difficult, but that they lack the time to do it themselves. As a result, they opt for eating out away from home.

Families with a working wife or mother indicated that preparing the same meal at home which they recently received at an upscale restaurant would be difficult. Two out of ten said it would be impossible and more than four out of ten said it would be very difficult. The corresponding proportions for families where the wife or mother is not employed are 20.5 percent and 29.5 percent. The reasons for eating at an atmosphere restaurant for working wife families are more likely to center on convenience and lack of time factors and just a simple desire to eat out, and as a result, they may tend to feel that meal preparation at home is a more difficult task.

9. Attributes In Choosing An Atmosphere Restaurant

Respondents were asked to indicate how important thirteen attributes are when choosing an atmosphere restaurant. All demographic groups said quality of food was most important, and the availability of special discounts was of least importance.

The ranking of other attributes for each of the demographic segments differs, as shown in Tables IV-16 through IV-21. Atmosphere ranks second in importance for singles, married couples with no children, households with teenagers, lower income households, households with two or more wage earners, households with a working wife or mother, Northeasterners and Southerners. On the other hand, friendly service is more important than atmosphere to households with children under 13, middle and upper income households, households with one wage earner, households where the wife is not employed, Midwesterners and Westerners. The price of any individual menu item or the total cost of the meal are not particularly important. However, patrons do place importance on several food related factors. They seek nutritious food, variety of menu items and often look for a special menu item when they dine at upscale restaurants.

Because distinct differences are seen in the degree of importance of these thirteen attributes, the following presents a more detailed analysis for the various demographic segments shown in Tables IV-21 through IV-23. The attributes have been grouped into five major categories: Price, Food, Service, Convenience and Ambiance.

PRICE

The expected cost of a meal at an upscale restaurant as well as the price of any individual menu item do not rank particularly high with most people when they select an atmosphere restaurant. Households with children, upper income households, households with a working wife, Northeasterners, Midwesterners and Westerners feel that the expected cost of the total meal is a more important consideration than the price of any individual menu item. On the other hand, the opposite is true for singles, married couples with no children, lower and middle income households, households where the wife or mother is not employed and Southerners. The availability of any special discounts or promotions, which could reduce the cost of the meal, is the least important attribute considered when selecting this type of restaurant for all demographic segments.

A relatively large proportion of individuals from married couple/no children households (45.1 percent), lower income households (42.5 percent), households with one wage earner (42.4 percent), households with a working wife (44.3 percent), Northeasterners (48.2 percent) and Southerners (55.5 percent) reported that the expected cost of the meal is not at all important or only slightly important. The cost of the meal is a more important consideration for certain groups, however. This is especially true for households with teenagers, lower income households and households where the wife or mother is not employed. In addition, a relatively large proportion of single wage earner households, 13.6 percent, indicated that this attribute is very important when selecting the restaurant.

The price of any individual menu item at an upscale restaurant is of most importance to singles and individuals from lower income households. One-third of the respondents from these two segments stated that the price of a menu item was very important to them when selecting an atmosphere restaurant. On the other hand, individuals from households with children, upper income households and households with a working wife indicated that this attribute was relatively unimportant to them, as shown in Table IV-21 and Table IV-22.

The vast majority of people from all demographic groups feel that the availability of special discounts is not at all important when selecting an upscale eating establishment. This is particularly true for respondents from households with children, upper income households, households with one wage earner, households where the wife or mother is not employed, Northeasterners and Southerners. At least eight out of ten individuals from these segments indicated that special discounts are not at all important to them when selecting this type of restaurant.

FOOD

Individuals from all demographic groups believe the quality of the food served is the single most important factor to be considered when selecting an atmosphere restaurant to patronize. Many people also ranked the nutritional value of the food served very high, and this was the case for respondents from families with teenagers, upper income households, households where the wife or mother is employed, Northeasterners and Westerners. Others are looking more for a variety of menu items, and these include singles, respondents from households with children under 13, lower income households, households where the wife or mother is not employed, Midwesterners and Southerners. The availability of any special menu item is of moderate importance to most people when they select an upscale restaurant.

At least seven out of ten, and in many cases as many as eight out of ten, individuals from all demographic groups said the quality of food served at atmosphere restaurants was a very important consideration when selecting the restaurant. People from households with children under 13 years old, middle income households, households with a single wage earner and households where the wife or mother is employed place considerable importance on the quality of food served, as shown in Table IV-21 and Table IV-22.

Singles and people from lower income families tend to be more concerned with the nutritional value of the food served at upscale restaurants. More than four out of ten respondents from these two segments reported that this attribute was a very important consideration when choosing an atmosphere restaurant compared with three out of ten for all respondents. Individuals from other demographic groups usually stated that the nutritional value of the food served was important or only somewhat important.

Menu variety is considered important by singles, lower income households, households where the wife or mother is not employed outside the home and Southerners. Nearly half the singles reported that the variety of menu items offered is a very important attribute at atmosphere restaurants, and an additional three out of ten said it was important. The corresponding proportions for individuals from households with incomes under $20,000 are 40.8 percent and 30 percent. On the other hand, a relatively large proportion of respondents from families with teenagers (35 percent), from upper income households (31.6 percent), households with one wage earner (30 percent) and Midwesterners (38 percent) consider the availability of many menu items to be only somewhat important when selecting an upscale restaurant.

The availability of a special menu item at an atmosphere restaurant is of most importance to singles, lower income households and Northeasterners. Six out of ten respondents with these characteristics reported that the availability of a special menu item was an important or very important consideration when choosing a restaurant. Many of these people have previously indicated that their favorite upscale eating establishment serves primarily one type of entree -- beef, seafood or a combination of both. As a result, they may tend to go to the restaurant for a specific item.

SERVICE

Service is important to people from all demographic segments when selecting an atmosphere restaurant. They want the service to be friendly, but it does not have to be fast. Most people consider the meal at this type of restaurant to be a good way to celebrate a special occasion or to enjoy an evening out. As a result, they want to be treated with courteous service, but they do not want to be rushed through the meal.

Friendly service is a very important consideration for the majority of people from all demographic segments shown in Tables IV-21 through IV-23. Singles, families with teenagers, lower income households, single wage earner households, Midwesterners and Southerners are very likely to consider the friendliness of the service when choosing an upscale restaurant. More than six out of ten respondents from these groups reported that friendly service was a very important consideration.

Fast service at an atmosphere restaurant is of some importance to most people, and is of relatively more importance to singles, families with children under 13 years old, lower income households, households where the wife or mother is not employed, Southerners and Westerners. At least half the individuals surveyed from these groups indicated that fast service was an important or very important factor when selecting a restaurant. These people may perceive fast service as meaning that all their needs are met quickly and efficiently and not necessarily meaning they receive a quick meal. On the other hand, significant proportions of singles, married couples with no children, upper income individuals and Northeasterners reported that fast service was not at all important to them when deciding which atmosphere restaurant to patronize.

CONVENIENCE

Convenience factors are of relatively low importance to most people when choosing an upscale restaurant, and most rank convenient parking before convenient location. Many individuals look at this type of restaurant as a place to celebrate a special occasion or to enjoy an evening out, and as a result, such factors as food quality, atmosphere and friendly service, are of most importance to make the occasion a memorable one. In addition, upscale patrons may not be particularly interested in where the restaurant is located, but once they arrive at the establishment it is important that they are able to park quickly and easily.

Convenient location is of most importance to singles, lower income households and households where the wife or mother is not employed. Half the respondents from these demographic segments indicated that the location of the restaurant is an important or very important consideration when deciding which establishment to patronize. On the other hand, a significant proportion of singles (22.6 percent) and individuals from lower income households (26.2 percent) as well as individuals from single wage earner households (23 percent) and those from families with a working wife (22.1 percent) stated that the location of the restaurant was not at all important to them. The reason for eating at an atmosphere restaurant (lack of time, celebration, enjoy a night out) as well as how far in advance the decision to eat out was made and where the decision was made probably all have a bearing on whether or not the patron wants a restaurant close by or is willing to drive a longer distance.

Singles, families with teenagers and individuals from lower and middle income households tend to place the most importance on the availability of convenient parking when selecting an atmosphere restaurant. One-third of these respondents reported that this was a very important consideration when choosing an eating establishment, and at least an additional two out of ten said it was important. On the other hand, a relatively large proportion of singles (19.3 percent), individuals from upper income households (23.9 percent), individuals from single wage earner households (17.1 percent) and Northeasterners (25.9 percent) said the availability of convenient parking was not at all important to them.

AMBIANCE

Atmosphere is of considerable importance when selecting an upscale restaurant for all people surveyed. Since many respondents indicated that they eat at this type of restaurant because they are celebrating a special occasion or simply enjoying an evening's entertainment, they wish to dine in pleasant surroundings. Even those who tend to dine at atmosphere restaurants because of lack of time or convenience reasons also desire atmosphere. On the other hand, the majority of individuals do not feel that the availability of a non-smoking section can add to their dining experience at an upscale eating establishments.

Singles and individuals from families with children under 13 years old place a higher degree of importance on atmosphere than individuals from other household types. Ninety-two percent of the singles and 89.9 percent of the respondents from households with children under 13 years old reported that atmosphere was an important or very important consideration when choosing the restaurant. The corresponding proportions for married couples and households with teenagers are 85.3 percent and 85.4 percent, respectively.

Lower income households place more importance on the atmosphere of the restaurant than do middle and upper income households. Sixty-two percent of the individuals from households with incomes of less than $20,000 said atmosphere was a very important consideration when choosing an upscale restaurant and an additional 29.5 percent said it was important. The corresponding proportions for middle income individuals are 58.4 percent and 28.7 percent and those for the upper income group are 53.4 percent and 29.8 percent.

Individuals from households with two or more wage earners and those from households where the wife or mother is employed place a higher degree of importance on atmosphere than do those from single wage earner households or from families where the wife in not employed. Eighty-eight percent of the respondents from multi-wage earner families said atmosphere was an important or very important factor to be considered when choosing a restaurant compared with 84.5 percent for those from single earner families. Ninety percent of the people from working wife households indicated atmosphere was important versus 86.3 percent for non-working wife families.

Although the majority of individuals from all demographic segments reported that the availability of a non-smoking section is not at all important when selecting an atmosphere restaurant, certain segments do place more importance on this factor. A relatively large proportion of singles (19.7 percent), respondents from households with children under 13 (22.5 percent), households where the wife or mother is not employed (18.1 percent) and Westerners (17.8 percent) reported that the availability of a non-smoking section was very important to them when choosing an atmosphere restaurant to patronize.

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TABLE IV-1

EATING OUT BEHAVIOR AT ATMOSPHERE RESTAURANTS BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
Ever eaten at an atmosphere restaurant?								
Yes	88.1%	90.8%	89.4%	90.5%	85.7%	81.9%	96.5%	98.2%
No	11.2%	9.2%	10.6%	9.5%	14.3%	18.1%	3.5%*	1.8%*
Number of times eat out each month								
1	29.7%	14.8%	25.4%	39.0%	36.1%	30.9%	31.7%	24.9%
2	23.4%	34.2%	25.4%	20.3%	16.7%	25.7%	15.2%	27.6%
3	11.6%	9.3%	15.8%	6.8%	11.1%	14.2%	17.0%	6.8%
4	20.0%	18.8%	22.4%	16.9%	25.0%	16.6%	22.7%	22.8%
5 or more	15.2%	22.9%	11.0%	15.2%	11.1%	12.4%	13.4%	17.3%
Do you have a favorite atmosphere restaurant?								
Yes	51.8%	50.9%	39.7%	61.5%	54.8%	45.8%	55.7%	60.1%
No	48.2%	49.1%	60.3%	38.5%	45.2%	54.2%	44.3%	39.9%
What type of food does it specialize in?								
Hamburger	--	--	--	--	--	--	--	--
Roast beef	1.5%*	--	2.1%*	2.3%*	--	2.0%*	0.8%*	0.6%*
Steak/beef	19.8%	14.3%	18.6%	22.8%	21.7%	20.2%	21.7%	18.6%
Pizza	--	--	--	--	--	--	--	--
Chicken	0.7%*	--	1.9%*	--	1.4%*	--	--	2.4%*
Mexican	2.2%	2.5%*	3.9%	1.1%*	2.9%	1.9%*	1.9%*	1.1%*
Other ethnic	14.7%	17.8%	4.9%	14.9%	23.2%	14.2%	10.5%	18.9%
Seafood/fish	17.5%	20.3%	15.0%	20.6%	10.1%	21.0%	15.2%	14.1%
Continental	3.0%	2.4%*	4.7%	1.1%*	7.2%	0.9%*	6.4%*	3.3%*
All types	20.5%	25.4%	20.5%	17.1%	18.8%	22.1%	21.3%	18.1%
Beef/seafood	15.6%	11.3%	22.7%	14.3%	13.0%	12.9%	18.8%	17.2%
All others	4.0%	3.3%*	5.6%	5.6%	1.4%*	2.6%*	3.6%*	5.6%*
Do not know	0.4%	2.5%	--	--	--	2.3%	--	--

*Caution should be used due to small sample size.

TABLE IV-2

EATING OUT BEHAVIOR AT ATMOSPHERE RESTAURANTS BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Ever eaten at an atmosphere restaurant?				
Yes	90.5%	89.3%	92.2%	86.0%
No	9.5%	10.7%	7.8%	14.0%
Number of times eat out each month				
1	32.4%	30.5%	30.0%	28.2%
2	20.4%	24.3%	24.5%	23.5%
3	8.1%	15.8%	15.7%	8.7%
4	20.2%	16.4%	16.4%	23.6%
5 or more	19.0%	13.0%	13.4%	15.9%
Do you have a favorite atmosphere restaurant?				
Yes	53.8%	54.4%	53.7%	51.9%
No	46.2%	45.6%	46.3%	48.1%
What type of food does it specialize in?				
Hamburger	--	--	--	--
Roast beef	1.6%*	0.4%*	2.0%*	0.6%*
Steak/beef	23.8%	17.8%	19.8%	20.5%
Pizza	--	--	--	--
Chicken	--	0.6%*	0.5%*	0.8%*
Mexican	1.5%*	2.6%*	2.1%*	2.4%*
Other ethnic	14.9%	17.5%	16.9%	13.0%
Seafood/fish	13.2%	22.7%	23.1%	12.2%
Continental	2.8%*	4.1%	2.9%*	3.0%*
All types	24.4%	15.9%	16.2%	23.8%
Beef/seafood	14.4%	14.5%	11.6%	19.4%
All others	3.4%*	3.8%	4.9%	2.3%*
Do not know	--	--	--	1.8%

*Caution should be used due to small sample size.

TABLE IV-3

EATING OUT BEHAVIOR FOR ATMOSPHERE RESTAURANTS BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Ever eaten at an atmosphere restaurant?				
Yes	93.9%	90.2%	82.2%	94.2%
No	6.1%	9.8%	17.8%	5.8%
Number of times eat out each month				
1	30.0%	35.3%	30.7%	22.3%
2	13.7%	23.2%	34.1%	22.3%
3	8.4%	14.2%	4.4%	24.6%
4	19.8%	17.1%	16.3%	19.5%
5 or more	28.1%	10.1%	14.5%	11.2%
Do you have a favorite atmosphere restaurant?				
Yes	56.9%	50.4%	44.9%	60.4%
No	43.1%	49.6%	55.1%	39.6%
What type of food does it specialize in				
Hamburger	--	--	--	--
Roast beef	1.3%*	2.8%*	0.6%*	1.2%*
Steak/beef	14.2%	20.6%	21.2%	21.6%
Pizza	--	--	--	--
Chicken	--	--	1.5%*	1.5%*
Mexican	--	3.5%*	2.5%*	2.5%*
Other ethnic	24.6%	16.4%	6.0%	18.2%
Seafood/fish	19.9%	10.3%	27.3%	8.6%
Continental	2.7%*	--	5.0%	6.5%
All types	15.2%	25.3%	19.8%	16.0%
Beef/seafood	13.6%	16.2%	14.4%	22.6%
All others	8.6%	3.5%*	1.8%*	1.5%*
Do not know	--	1.4%	--	--

*Caution should be used due to small sample size.

TABLE IV-4

PRIMARY REASON FOR DINING OUT AT ATMOSPHERE RESTAURANTS BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
PRIMARY REASON	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Lack of time/ convenience/ don't want to cook	6.1%	8.7%	6.1%	5.3%	4.8%*	6.5%	7.6%	5.0%*
Out shopping/ traveling	3.8%	5.8%*	3.1%*	2.7%*	4.8%*	4.1%*	0.7%*	5.5%*
Birthday/anniversary/ special occasion	38.7%	48.5%	37.6%	36.0%	38.1%	42.7%	30.7%	38.9%
Like to eat out/ no special reason	15.4%	10.9%	17.0%	14.7%	21.4%	13.6%	17.5%	15.2%
Business meeting	3.3%	--	4.5%	4.0%	4.8%*	--	8.2%	3.9%
Night out/date	18.2%	12.4%	10.7%	22.7%	21.5%	16.2%	20.9%	20.4%
All other reasons	8.0%	7.9%	11.4%	8.0%	2.4%	9.9%	8.6%	5.9%
Do not know	6.3%	5.8%	9.8%	6.7%	2.4%	7.0%	5.7%	5.6%

*Caution should be used due to small sample size.

TABLE IV-5

PRIMARY REASON FOR DINING OUT AT ATMOSPHERE RESTAURANTS BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF EARNERS		WIFE OR MOTHER	
PRIMARY REASON	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Lack of time/convenience/ don't want to cook	5.0%	7.3%	4.8%	7.5%
Out shopping/traveling	3.7%*	2.1%*	2.8%*	3.3%*
Birthday/anniversary/ other special occasion	45.2%	32.8%	32.5%	44.8%
Like to eat out/no special reason	8.6%	21.9%	22.6%	9.4%
Business meeting	3.3%*	4.3%	4.4%	2.7%
Night out/date	19.3%	17.5%	22.5%	15.4%
All other reasons	8.1%	7.8%	4.6%	10.0%
Do not know	6.7%	6.3%	5.9%	6.7%

*Caution should be used due to small sample size.

TABLE IV-6

PRIMARY REASON FOR DINING OUT AT ATMOSPHERE RESTAURANTS BY REGION OF THE COUNTRY

PRIMARY REASON	NORTHEAST	MIDWEST	SOUTH	WEST
Lack of time/convenience/ don't want to cook	11.2%	1.9%*	8.7%	4.1%
Out shopping/traveling	3.2%*	2.9%*	3.3%*	--
Birthday/anniversary/ other special occasion	43.3%	34.9%	48.6%	26.9%
Like to eat out/no special reason	10.9%	22.1%	8.5%	16.5%
Business meeting	--	7.4%	3.5%*	--
Night out/date	17.3%	20.8%	18.7%	16.0%
All other reasons	12.1%	3.2%	7.9%	12.7%
Do not know	2.0%	6.9%	0.6%	23.6%

*Caution should be used due to small sample size.

TABLE IV-7

MAKING THE DECISION TO EAT AT AN ATMOSPHERE RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Last meal occasion								
Breakfast	0.6%	1.1%*	1.4%*	--	--	0.7%*	--	--
Lunch	9.3%	12.2%	5.6%	8.6%	9.8%	14.6%	17.8%	2.4%
Dinner	90.1%	86.7%	93.0%	91.4%	90.0%	84.7%	82.2%	97.6%
Snack	--	--	--	--	--	--	--	--
Place of decision								
At home	60.7%	67.0%	67.7%	61.4%	48.6%	69.4%	57.0%	55.5%
At work	14.3%	19.3%	9.9%	20.0%	2.7%	6.4%*	19.8%*	17.6%
Out shopping	4.7%	3.8%	4.6%	2.5%*	10.8%	5.0%*	5.7%*	4.5%*
Traveling	8.4%	5.7%	12.0%	2.5%*	13.5%	9.5%*	3.5%*	9.6%*
School	--	--	--	--	--	--	--	--
Visiting/Socializing	5.2%	1.4%*	2.2%*	2.7%	18.9%	5.3%*	4.4%*	6.1%*
Other	2.8%	1.9%*	3.7%	2.8%	--	2.7%*	4.4%*	1.6%*
Do not know	3.8%	0.8%	--	8.1%	5.4%	1.8%	5.2%	5.1%*
Plan to eat out at least 8 hours before?								
Yes	65.7%	67.2%	64.6%	64.3%	72.5%	69.4%	48.3%	71.6%
No	33.2%	32.8%	34.3%	34.3%	27.5%	29.7%	47.7%	28.4%
Decide where and when simultaneously?								
Yes	68.2%	70.9%	68.9%	70.0%	57.5%	72.8%	62.8%	69.4%
No	31.3%	29.1%	31.1%	28.6%	40.0%	27.2%	34.9%	30.6%

TABLE IV-7 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
When decided which restaurant?								
Immediately before	33.0%	22.6%	23.9%	36.4%	41.2%	46.1%	34.3%	26.2%
Within two hours before	28.6%	49.4%	35.2%	4.5%	35.3%	34.8%	19.2%	30.6%
More than two hours before but the same day	6.6%	6.8%	10.4%	--	11.8%	5.2%*	3.0%*	10.3%*
More than a day in advance	26.5%	21.2%	30.5%	40.9%	11.8%	13.9%	34.3%	25.8%
Do not know	5.2%	--	--	18.2%	--	--	9.3%	7.0%
First time at restaurant?								
Yes	22.4%	10.7%	16.7%	21.4%	46.2%	19.1%	15.9%*	28.1%
No	77.2%	89.3%	83.3%	78.6%	53.8%	80.9%	82.3%	71.9%
Where found out about restaurant								
Always knew	18.9%	15.0%	31.2%	12.9%	17.1%	18.3%	24.7%	14.5%
Advertising	3.5%	1.1%*	3.9%	2.8%*	4.9%	2.9%*	2.9%*	3.6%*
Saw it while passing	13.2%	11.1%	12.3%	17.1%	12.2%	17.5%	16.3%	10.0%
Word-of-mouth	54.2%	59.5%	42.9%	61.4%	48.8%	47.4%	45.7%	63.3%
Read/heard about in media	5.2%	2.5%*	5.2%	4.3%*	12.2%	10.1%*	10.3%*	--
Restaurant guide	[illegible]	--	2.2%*	--	--	--	--	1.6%*
Dining club	[illegible]	--	--	1.4%*	--	--	--	0.8%*
Other	[illegible]	5.7%	0.9%*	--	--	3.8%*	--	0.5%*
Do not know	2.5%	5.1%	1.3%	--	4.9%	--	--	5.6%

*Caution should be used due to small sample size.

TABLE IV-8

MAKING THE DECISION TO EAT OUT AT AN ATMOSPHERE RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Last meal occasion				
Breakfast	0.5%*	--	--	1.1%*
Lunch	7.9%	9.9%	10.8%	8.5%
Dinner	91.6%	90.1%	89.2%	90.4%
Snack	--	--	--	--
Place of decision				
At home	68.4%	53.0%	54.2%	66.7%
At work	13.7%	18.4%	19.0%	10.0%
Out shopping	4.4%	3.2%	3.2%*	6.1%
Traveling	3.5%	9.7%	8.5%	7.3%
School	--	--	--	--
Visiting/Socializing	2.5%*	9.0%	9.0%	2.4%
Other	3.2%	2.3%	1.7%*	3.8%
Do not know	4.3%	4.3%	4.3%	3.6%
Plan to eat out at least 8 hours before?				
Yes	66.1%	61.1%	69.0%	63.1%
No	33.2%	37.2%	29.3%	36.3%
Decide where and when simultaneously?				
Yes	71.5%	62.6%	64.5%	71.0%
No	28.5%	36.4%	34.4%	29.0%
When decided which restaurant?				
Immediately before	43.7%	27.1%	32.0%	31.9%
Within two hours before	21.8%	30.5%	22.6%	34.8%
More than two hours before but the same day	4.8%	6.3%	6.8%	6.7%
More than a day in advance	29.7%	25.6%	27.4%	26.6%
Do not know	--	10.4%	11.1%	--
First time at restaurant?				
Yes	12.8%	32.4%	31.4%	14.8%
No	86.4%	67.6%	68.6%	84.6%
Where found out about restaurant?				
Always knew	12.4%	18.3%	17.2%	20.0%
Advertising	1.9%*	4.2%	4.8%	2.5%*
Saw it while passing	10.8%	16.7%	12.7%	14.0%
Word-of-mouth	60.5%	56.1%	56.9%	51.4%
Read/heard about in media	7.6%	3.0%	6.8%	4.1%
Restaurant guide	--	1.6%*	1.4%*	0.2%*
Dining club	0.8%*	--	--	0.6%*
Other	0.5%*	--	--	2.6%*
Do not know	5.5%	0.2%	0.2%	4.5%

*Caution should be used due to small sample size.

TABLE IV-9

MAKING THE DECISION TO EAT OUT AT AN ATMOSPHERE RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Last meal occasion				
Breakfast	1.7%*	--	0.8%*	--
Lunch	0.3%	9.0%	11.7%	11.8%
Dinner	97.9%	91.0%	87.5%	88.2%
Snack	--	--	--	--
Place of decision				
At home	68.4%	62.4%	56.1%	63.8%
At work	12.3%	7.7%	23.9%	15.1%
Out shopping	--	4.8%	7.2%	--
Traveling	4.0%	11.6%	3.6%	10.3%
School	--	--	--	--
Visiting/Socializing	5.6%	7.0%	1.3%*	8.9%
Other	4.5%	1.4%*	3.9%	1.9%*
Do not know	5.2%	5.1%	3.9%	--
Plan to eat out at least 8 hours before?				
Yes	65.7%	71.0%	63.1%	61.9%
No	34.3%	27.9%	34.1%	38.1%
Decide where and when simultaneously?				
Yes	60.5%	67.4%	74.4%	64.8%
No	39.5%	32.6%	23.9%	35.2%
When decided which restaurant?				
Immediately before	21.4%	40.4%	32.7%	36.5%
Within two hours before	45.9%	25.2%	12.1%	32.2%
More than two hours before but the same day	2.7%	4.2%	11.6%	10.3%
More than a day in advance	30.1%	23.8%	30.6%	21.0%
Do not know	--	6.3%	13.0%	--
First time at restaurant?				
Yes	14.2%	25.6%	25.8%	17.2%
No	85.8%	73.3%	74.2%	82.8%
Where found out about restaurant?				
Always knew	6.4%	28.5%	17.7%	14.5%
Advertising	4.5%	2.6%*	2.5%*	5.9%
Saw it while passing	10.6%	18.1%	8.5%	16.7%
Word-of-mouth	67.7%	35.6%	66.8%	58.7%
Read/heard about in media	--	10.5%	4.4%	4.2%
Restaurant guide	0.5%*	1.8%*	--	--
Dining club	--	1.1%*	--	--
Other	--	0.7%*	--	--
Do not know	10.2%	1.1%	--	--

*Caution should be used due to small sample size.

TABLE IV-10

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT AT AN ATMOSPHERE RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Number in party								
1	3.2%	5.1%	1.9%*	--	7.5%	2.0%*	3.7%*	4.0%*
2	46.6%	47.1%	53.5%	55.1%	27.5%	52.5%	36.6%	44.3%
3	10.6%	20.4%	4.8%	7.2%	12.5%	14.3%	24.3%	2.6%
4	21.4%	14.4%	18.1%	24.6%	25.0%	17.0%	8.0	30.9%
5	5.4%	6.9%	2.9%	2.9%	10.0%	7.1%*	5.5%*	4.6%*
More than 5	12.8%	6.0%	18.9%	10.1%	17.5%	7.1%	22.0%	13.5%
Party composition								
Spouse or date	77.0%	39.0%	94.8%	85.7%	81.6%	54.7%	75.3%	93.0%
Children 12 and under	7.8%	2.6%	4.2%	15.9%	5.3%	7.6%*	6.9%*	9.2%*
Children 13 to 17	6.9%	0.6%*	0.6%*	7.2%*	26.3%	3.2%*	5.9%*	10.5%*
Relatives other than spouse	20.9%	25.0%	18.6%	7.2%	39.5%	16.4%	20.1%	24.6%
Friends	42.5%	69.9%	30.5%	37.7%	34.2%	47.4%	40.6%	43.3%
Party members influence on decision to eat out (1)								
Spouse or date	61.2%	41.2%	70.2%	55.0%	61.3%	63.2%	67.6%	54.4%
Children 12 and under	**	**	**	**	**	**	**	**
Children 13 to 17	**	**	**	**	**	**	**	**
Relatives other than spouse	45.6%	45.4%	36.4%*	**	53.3%	45.4%*	44.4%*	47.8%
Friends	65.9%	70.0%	66.7%	63.6%	81.8%	83.9%	61.1%	51.4%
Respondent	52.3%	57.9%	57.4%	54.3%	34.2%	43.1%	56.2%	56.0%

TABLE IV-10 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000-$29,999	$30,000 AND OVER
Party members influence on choice of restaurant (1)								
Spouse or date	46.5%	11.8%	49.1%	45.0%	61.3%	36.8%	50.0%	46.7%
Children 12 and under	**	**	**	**	**	**	**	**
Children 13 to 17	**	**	**	**	**	**	**	**
Relatives other than spouse	41.3%	27.3%	27.3%*	**	60.0%	18.2%*	44.4%*	52.2%
Friends	60.0%	63.3%	72.2%	45.4%	63.6%	67.7%	72.2%	48.6%
Respondent	54.9%	51.9%	62.3%	58.6%	36.8%	52.7%	58.1%	54.7%

(1) Percent based only on proportion of party members present.

*Caution should be used due to small sample size.

**Statistically not meaningful.

TABLE IV-11

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT AT AN ATMOSPHERE RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Number in party				
1	1.4%*	5.7%	4.2%	2.4%*
2	44.7%	51.1%	47.8%	45.4%
3	9.8%	8.9%	9.5%	11.8%
4	25.5%	16.7%	17.9%	24.7%
5	11.1%	0.9%*	5.9%	5.1%
More than 5	7.6%	16.7%	14.6%	10.6%
Party composition				
Spouse or date	70.1%	89.1%	86.1%	70.0%
Children 12 and under	[illegible]7%*	5.5%*	6.2%*	9.4%*
Children 13 to 17	5.2%*	9.4%*	9.1%*	5.3%*
Relatives other than spouse	23.3%	16.7%	15.6%	24.3%
Friends	48.3%	35.9%	40.2%	43.5%
Party members influence on decision to eat out (1)				
Spouse or date	54.3%	68.2%	66.3%	52.9%
Children 12 and under	**	**	**	**
Children 13 to 17	**	**	**	**
Relatives other than spouse	39.1%*	50.0%	53.3%	37.9%*
Friends	68.9%	55.2%	62.5%	64.0%
Respondent	49.4%	53.1%	51.5%	52.5%
Party members influence on choice of restaurant (1)				
Spouse or date	37.1%	56.5%	55.4%	36.5%
Children 12 and under	**	**	**	**
Children 13 to 17	**	**	**	**
Relatives other than spouse	39.1%*	62.5%	60.0%	31.0%*
Friends	64.4%	44.8%	53.1%	62.0%
Respondent	56.6%	53.1%	56.1%	53.6%

(1) Percent based only on proportion of party members present.

*Caution should be used due to small sample size.

**Statistically not meaningful.

TABLE IV-12

PARTY COMPOSITION AND INFLUENCE ON DECISION TO EAT OUT AT AN ATMOSPHERE RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Number in party				
1	6.1%	2.7%*	2.2%*	2.2%*
2	37.6%	38.4%	59.4%	59.4%
3	8.5%	4.8%	10.6%	18.7%
4	30.9%	26.3%	13.5%	8.7%
5	4.4%	11.0%	1.4%*	3.2%
More than 5	12.4%	16.7%	12.9%	7.8%
Party composition				
Spouse or date	82.0%	77.7%	71.6%	82.9%
Children 12 and under	10.1%*	10.1%*	7.0%*	2.9%*
Children 13 to 17	1.3%*	13.6%*	1.5%*	3.6%*
Relatives other than spouse	26.5%	23.6%	18.5%	8.5%*
Friends	56.5%	40.0%	44.4%	32.6%
Party members influence on decision to eat out (1)				
Spouse or date	51.4%	59.2%	66.7%	63.3%
Children 12 and under	**	**	**	**
Children 13 to 17	**	**	**	**
Relatives other than spouse	41.7%	41.2%	36.4%*	**
Friends	45.4%	64.0%	81.5%	63.6%
Respondent	67.7%	46.0%	45.7%	56.9%
Party members influence on choice of restaurant (1)				
Spouse or date	40.5%	46.3%	53.3%	40.0%
Children 12 and under	**	**	**	**
Children 13 to 17	**	**	**	**
Relatives other than spouse	50.0%	47.0%	45.4%*	**
Friends	40.9%	68.0%	66.7%	54.5%
Respondent	65.0%	50.6%	47.6%	63.9%

(1) Percentage based only on party members present.

*Caution should be used due to small sample size.

**Statistically not meaningful.

TABLE IV-13

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME ATMOSPHERE RESTAURANT MEAL BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
Eat out because of a special occasion?								
Yes	38.0%	37.2%	28.1%	44.3%	43.6%	52.3%	22.8%	35.6%
No	62.0%	62.8%	71.9%	55.7%	56.4%	47.7%	77.2%	64.4%
Degree of difficulty to prepare same meal at home								
Impossible	20.6%	19.8%	12.8%	27.1%	19.5%	18.2%	23.7%	23.0%
Very difficult	35.1%	30.9%	32.0%	38.6%	39.0%	33.1%	34.6%	35.8%
Somewhat difficult	28.7%	36.1%	32.3%	21.4%	26.8%	34.5%	31.1%	23.7%
Somewhat easy	8.2%	7.9%	11.8%	7.1%	4.9%	6.5%*	4.3%*	11.2%
Very easy	6.6%	5.4%	7.8%	4.3%	9.8%	7.7%	6.4%*	4.7%
Do not know	0.9%	--	3.3%	0.5%	--	--	--	1.6%

*Caution should be used due to small sample size.

TABLE IV-14

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME ATMOSPHERE RESTAURAT MEAL BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
Eat out because of a special occasion?				
Yes	42.7%	35.4%	40.6%	37.2%
No	57.3%	64.6%	59.4%	62.8%
Degree of difficulty to prepare same meal at home				
Impossible	28.0%	17.8%	18.8%	20.5%
Very difficult	32.6%	38.8%	43.8%	29.5%
Somewhat difficult	25.5%	30.3%	26.3%	30.2%
Somewhat easy	4.9%*	7.9%	6.0%	10.2%
Very easy	7.5%	4.7%*	4.8%*	8.2%
Do not know	1.6%	0.4%	0.4%	1.3%

*Caution should be used due to small sample size.

TABLE IV-15

REASON FOR EATING OUT AND DEGREE OF DIFFICULTY OF PREPARING SAME ATMOSPHERE RESTAURANT MEAL BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
Eat out because of a special occasion?				
Yes	35.1%	44.3%	36.4%	35.1%
No	64.9%	55.7%	63.6%	64.9%
Degree of difficulty to prepare same meal at home				
Impossible	28.3%	16.5%	19.3%	23.7%
Very difficult	33.6%	40.1%	27.6%	38.3%
Somewhat difficult	24.5%	26.6%	34.6%	24.8%
Somewhat easy	10.1%	5.8%	11.7%	5.5%
Very easy	3.5%*	11.1%	4.4%*	6.5%
Do not know	--	--	2.5%	1.2%

*Caution should be used due to small sample size.

TABLE IV-16

RANKING OF ATTRIBUTES FOR ATMOSPHERE RESTAURANTS BY HOUSEHOLD TYPE

SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER
1. Quality of food	1. Quality of food	1. Quality of food	1. Quality of food
2. Atmosphere	2. Atmosphere	2. Friendly service	2. Atmosphere
3. Friendly service	3. Friendly service	3. Atmosphere	3. Friendly service
4. Variety of menu items	4. Convenient parking	4. Variety of menu items	4. Nutritious food
5. Nutritious food	5. Nutritious food	5. Nutritious food	5. Convenient parking
6. Special menu item	6. Variety of menu items	6. Special menu item	6. Variety of menu items
7. Convenient parking	7. Special menu item	7. Fast service	7. Fast service
8. Convenient location	8. Fast service	8. Convenient parking	8. Special menu item
9. Fast service	9. Convenient location	9. Convenient location	9. Expected cost of total meal
10. Price of individual menu item	10. Price of individual menu item	10. Expected cost of total meal	10. Convenient location
11. Expected cost of total meal	11. Expected cost of total meal	11. Non-smoking section	11. Price of individual menu item
12. Non-smoking section	12. Non-smoking section	12. Price of individual menu item	12. Non-smoking section
13. Special discounts, promotions	13. Special discounts, promotions	13. Special discounts, promotions	13. Special discounts, promotions

TABLE IV-17

RANKING OF ATTRIBUTES FOR ATMOSPHERE RESTAURANTS BY HOUSEHOLD INCOME

	LESS THAN $20,000		$20,000-$29,000		$30,000 AND OVER
1.	Quality of food	1.	Quality of food	1.	Quality of food
2.	Atmosphere	2.	Friendly service	2.	Friendly service
3.	Friendly service	3.	Atmosphere	3.	Atmosphere
4.	Variety of menu items	4.	Convenient parking	4.	Nutritious food
5.	Fast service	5.	Variety of menu items	5.	Variety of menu items
6.	Special menu item	6.	Nutritious food	6.	Special menu item
7.	Nutritious food	7.	Fast service	7.	Convenient parking
8.	Convenient parking	8.	Convenient location	8.	Convenient location
9.	Convenient location	9.	Special menu item	9.	Expected cost of total meal
10.	Price of individual menu item	10.	Price of individual menu item	10.	Fast service
11.	Expected cost of total meal	11.	Expected cost of total meal	11.	Price of individual menu item
12.	Non-smoking section	12.	Non-smoking section	12.	Non-smoking section
13.	Special discounts, promotions	13.	Special discounts, promotions	13.	Special discounts, promotions

TABLE IV-18

RANKING OF ATTRIBUTES FOR ATMOSPHERE RESTAURANTS BY NUMBER OF WAGE EARNERS

	ONE EARNER		TWO OR MORE EARNERS
1.	Quality of food	1.	Quality of food
2.	Friendly service	2.	Atmosphere
3.	Atmosphere	3.	Friendly service
4.	Variety of menu items	4.	Variety of menu items
5.	Nutritious food	5.	Nutritious food
6.	Fast service	6.	Special menu item
7.	Special menu item	7.	Convenient parking
8.	Convenient parking	8.	Fast service
9.	Convenient location	9.	Expected cost of total meal
10.	Expected cost of total meal	10.	Price of individual menu item
11.	Price of individual menu item	11.	Convenient location
12.	Non-smoking section	12.	Non-smoking section
13.	Special discounts, promotions	13.	Special discounts, promotions

TABLE IV-19

RANKING OF ATTRIBUTES FOR ATMOSPHERE RESTAURANTS BY FEMALE EMPLOYMENT STATUS

	WIFE OR MOTHER EMPLOYED		WIFE OR MOTHER NOT EMPLOYED
1.	Quality of food	1.	Quality of food
2.	Atmosphere	2.	Friendly service
3.	Friendly service	3.	Atmosphere
4.	Nutritious food	4.	Variety of menu items
5.	Variety of menu items	5.	Nutritious food
6.	Special menu item	6.	Special menu item
7.	Convenient parking	7.	Fast service
8.	Fast service	8.	Convenient location
9.	Expected cost of total meal	9.	Convenient parking
10.	Convenient location	10.	Price of individual menu item
11.	Price of individual menu item	11.	Expected cost of total meal
12.	Non-smoking section	12.	Non-smoking section
13.	Special discounts, promotions	13.	Special discounts, promotions

TABLE IV-20

RANKING OF ATTRIBUTES FOR ATMOSPHERE RESTAURANTS BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
1.	Quality of food	Quality of food	Quality of food	Quality of food
2.	Atmosphere	Friendly service	Atmosphere	Friendly service
3.	Friendly service	Atmosphere	Friendly service	Atmosphere
4.	Nutritious food	Variety of menu items	Variety of menu items	Nutritious food
5.	Variety of menu items	Convenient parking	Nutritious food	Fast service
6.	Special menu item	Nutritious food	Special menu item	Variety of menu items
7.	Convenient parking	Special menu item	Convenient parking	Special menu item
8.	Convenient location	Fast service	Fast service	Convenient parking
9.	Fast service	Convenient location	Convenient location	Expected cost of total meal
10.	Expected cost of total meal	Expected cost of total meal	Price of individual menu item	Convenient location
11.	Price of individual menu item	Price of individual menu item	Expected cost of total meal	Price of individual menu item
12.	Non-smoking section	Non-smoking section	Non-smoking section	Non-smoking section
13.	Special discounts, promotions	Special discounts, promotions	Special discounts, promotions	Special discounts, promotions

TABLE IV-21

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING AN ATMOSPHERE RESTAURANT BY HOUSEHOLD TYPE AND HOUSEHOLD INCOME

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
PRICE OF INDIVIDUAL MENU ITEM								
Not at all important	31.1%	26.2%	22.6%	39.4%	35.9%	27.9%	22.3%	36.4%
Slightly important	11.0%	4.5%*	16.0%	9.8%	10.2%	4.4%*	12.1%*	15.5%
Somewhat important	27.0%	25.7%	25.1%	26.8%	30.8%	20.1%	38.8%	25.6%
Important	14.2%	9.4%	20.0%	15.5%	7.7%*	14.1%	14.1%	14.0%
Very important	16.8%	34.2%	16.3%	8.4%	15.4%	33.4%	12.7%	8.5%
Mean value	2.7	3.1	3.0	2.4	2.6	3.2	2.8	2.4
CONVENIENT LOCATION								
Not at all important	21.2%	22.6%	21.4%	19.7%	20.5%	26.2%	17.0%	19.5%
Slightly important	18.3%	3.0%*	24.6%	22.5%	17.9%	13.3%	16.9%	23.0%
Somewhat important	19.6%	23.3%	7.3%	18.3%	30.8%	9.8%	33.6%	19.1%
Important	18.9%	12.4%	28.3%	21.1%	12.8%	16.6%	16.5%	21.0%
Very important	21.8%	38.7%	18.3%	18.3%	15.4%	34.0%	14.9%	17.4%
Mean value	3.0	3.4	3.0	3.0	2.8	3.2	3.0	2.9
QUALITY OF FOOD								
Not at all important	0.4%	--	--	1.4%*	--	--	--	0.8%*
Slightly important	0.2%	--	--	--	--	0.5%*	--	--
Somewhat important	1.3%	1.1%*	1.7%*	1.4%*	--	0.7%*	2.9%*	--
Important	20.8%	24.0%	29.7%	11.4%	22.5%	26.7%	15.0%	20.1%
Very important	77.4%	74.9%	68.6%	85.7%	77.5%	72.1%	82.0%	79.1%
Mean value	4.7	4.7	4.7	4.8	4.8	4.7	4.8	4.8
FAST SERVICE								
Not at all important	15.1%	17.7%	16.4%	15.5%	10.0%	9.9%	13.2%	20.4%
Slightly important	9.8%	7.1%	8.9%	7.0%	17.5%	4.8%*	8.3%*	12.8%
Somewhat important	30.8%	24.5%	34.8%	28.2%	35.0%	20.4%	37.0%	33.6%
Important	23.8%	19.6%	26.9%	28.2%	17.5%	27.9%	28.9%	19.7%
Very important	20.4%	31.1%	13.0%	21.1%	20.0%	37.0%	12.5%	13.4%
Mean value	3.2	3.4	3.1	3.3	3.2	3.8	3.2	2.7

TABLE IV-21 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
VARIETY OF MENU ITEMS								
Not at all important	4.7%	3.2%*	4.4%*	2.8%*	10.0%	3.4%*	2.9%*	6.9%*
Slightly important	3.7%	--	5.4%	7.1%	--	3.4%*	4.3%*	4.0%*
Somewhat important	28.0%	16.8%	31.0%	28.6%	35.0%	22.4%	27.7%	31.6%
Important	36.7%	31.1%	44.8%	27.1%	45.0%	30.0%	41.5%	37.5%
Very important	26.4%	48.8%	14.3%	32.8%	10.0%	40.8%	23.6%	18.6%
Mean value	3.8	4.2	3.6	3.8	3.5	4.0	3.8	3.6
ATMOSPHERE								
Not at all important	0.6%	--	1.8%*	--	--	--	--	1.1%
Slightly important	1.1%	--	4.1%*	--	--	1.0%*	2.2%*	0.8%*
Somewhat important	11.0%	8.5%	8.8%	10.0%	14.6%	7.2%*	10.7%	14.9%
Important	30.2%	21.3%	38.3%	32.8%	24.4%	29.5%	28.7%	29.8%
Very important	57.1%	70.2%	47.0%	57.1%	61.0%	61.9%	58.4%	53.4%
Mean value	4.4	4.6	4.3	4.5	4.5	4.5	4.4	4.3
NON-SMOKING SECTION								
Not at all important	54.6%	51.6%	51.9%	47.9%	69.2%	54.9%	51.1%	56.7%
Slightly important	9.8%	11.2%	12.0%	9.8%	7.7%	9.0%	8.7%	10.3%
Somewhat important	10.1%	14.7%	14.7%	8.4%	2.6%	10.4%	9.1%	10.4%
Important	7.1%	--	10.2%	8.5%*	7.7%*	5.7%*	11.5%*	5.4%
Very important	16.7%	19.7%	10.3%	22.5%	12.8%	17.2%	15.3%	17.1%
Mean value	2.3	2.2	2.1	2.4	1.9	2.2	2.2	2.2
NUTRITIOUS FOOD								
Not at all important	9.2%	8.1%	9.5%	9.8%	10.2%	13.2%	10.0%	6.9%
Slightly important	4.8%	2.5%*	8.1%	5.6%*	2.6%*	5.5%	2.3%*	6.0%
Somewhat important	22.5%	15.6%	17.8%	28.2%	23.1%	17.1%	21.4%	26.3%
Important	32.9%	29.2%	41.4%	22.5%	38.5%	22.8%	49.7%	29.4%
Very important	30.6%	44.6%	23.2%	33.8%	25.6%	41.4%	16.7%	31.4%
Mean value	3.7	4.0	3.6	3.5	3.7	3.7	3.6	3.7

TABLE IV-21 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
CONVENIENT PARKING								
Not at all important	14.8%	19.3%	11.4%	17.1%	5.0%*	8.6%	5.3%*	23.9%
Slightly important	10.6%	0.5%*	6.5%*	18.6%	15.0%	11.9%	3.9%*	12.0%
Somewhat important	22.5%	21.2%	15.0%	27.1%	27.5%	20.2%	26.6%	23.0%
Important	24.5%	22.3%	39.3%	17.1%	17.5%	24.7%	32.1%	19.8%
Very important	27.1%	33.7%	27.8%	20.0%	35.0%	32.8%	32.0%	21.4%
Mean value	3.4	3.5	3.6	3.0	3.6	3.6	3.8	3.0
SPECIAL MENU ITEM								
Not at all important	17.2%	15.5%	18.9%	12.7%	20.5%	16.1%	23.1%	17.1%
Slightly important	4.5%	3.6%*	5.5%	4.2%*	5.1%	2.9%*	8.0%*	3.4%*
Somewhat important	26.0%	11.3%	26.2%	32.4%	35.9%	20.1%	31.8%	27.3%
Important	21.5%	21.0%	23.8%	18.3%	23.1%	14.1%	25.2%	22.5%
Very important	30.8%	48.6%	25.7%	32.4%	15.4%	46.8%	11.9%	29.7%
Mean value	3.4	3.8	3.3	3.5	3.1	3.7	2.9	3.4
SPECIAL DISCOUNTS, PROMOTIONS								
Not at all important	77.8%	64.7%	74.4%	78.9%	86.8%	72.6%	74.5%	82.0%
Slightly important	10.0%	7.5%	17.8%	7.0%	7.9%	7.2%	15.0%	10.7%
Somewhat important	4.6%	9.0%	3.5%	4.2%	2.6%*	6.8%	2.3%*	4.5%
Important	3.4%	8.6%	2.8%*	1.4%*	--	7.3%	1.8%*	0.4%
Very important	3.5%	6.6%	1.4%*	4.2%	2.6%*	3.8%*	6.4%*	2.4%*
Mean value	1.5	1.7	1.4	1.4	1.2	1.6	1.5	1.3

TABLE IV-21 (Continued)

		HOUSEHOLD TYPE				HOUSEHOLD INCOME		
	TOTAL RESPONDENTS	SINGLE	MARRIED/ NO CHILDREN	CHILDREN UNDER 13	CHILDREN 13 AND OVER	LESS THAN $20,000	$20,000- $29,999	$30,000 AND OVER
FRIENDLY SERVICE								
Not at all important	0.5%	--	1.8%*	--	--	--	--	1.1%*
Slightly important	0.5%	1.1%*	1.1%*	--	--	1.7%*	--	--
Somewhat important	9.9%	14.3%	5.4%	4.2%	22.5%	10.8%	8.7%*	9.7%
Important	31.8%	20.5%	45.7%	36.6%	17.5%	25.7%	37.0%	33.1%
Very important	57.3%	64.2%	46.1%	59.2%	60.0%	61.8%	54.3%	56.1%
Mean value	4.4	4.4	4.3	4.5	4.4	4.5	4.4	4.4
EXPECTED COST OF TOTAL MEAL								
Not at all important	23.4%	34.7%	20.6%	23.2%	15.4%	27.8%	30.4%	16.1%
Slightly important	17.1%	1.8%*	24.5%	18.8%	23.1%	14.7%	6.8%*	23.8%
Somewhat important	22.8%	26.3%	17.6%	20.3%	28.2%	13.6%	25.6%	28.3%
Important	23.7%	26.8%	24.9%	24.6%	12.8%	29.7%	26.3%	19.4%
Very important	12.9%	10.3%	12.4%	13.0%	20.5%	14.2%	10.8%	12.4%
Mean value	2.8	2.8	2.8	2.8	3.0	2.9	2.8	2.9

*Caution should be used due to small sample size.

TABLE IV-22

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING AN ATMOSPHERE RESTAURANT BY NUMBER OF WAGE EARNERS AND FEMALE EMPLOYMENT STATUS

	NUMBER OF EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
PRICE OF INDIVIDUAL MENU ITEM				
Not at all important	31.5%	32.0%	35.1%	27.4%
Slightly important	8.0%	12.8%	13.3%	9.6%
Somewhat important	32.1%	24.0%	23.5%	28.7%
Important	12.2%	17.6%	16.8%	12.6%
Very important	16.2%	13.6%	11.3%	21.7%
Mean value	2.7	2.7	2.6	2.9
CONVENIENT LOCATION				
Not at all important	23.0%	20.0%	22.1%	18.7%
Slightly important	13.3%	26.6%	27.9%	11.4%
Somewhat important	17.9%	23.6%	20.8%	18.3%
Important	19.1%	16.7%	18.9%	19.4%
Very important	26.7%	12.5%	10.3%	31.7%
Mean value	3.1	2.7	2.7	3.3
QUALITY OF FOOD				
Not at all important	0.8%*	--	--	0.6%*
Slightly important	0.3%*	--	0.4%*	--
Somewhat important	1.5%*	1.4%	0.4%*	2.1%*
Important	15.2%	26.4%	17.8%	22.4%
Very important	82.2%	72.3%	81.5%	74.9%
mean value	4.7	4.7	4.8	4.7
FAST SERVICE				
Not at all important	13.0%	15.5%	14.3%	15.1%
Slightly important	10.0%	11.8%	10.9%	9.3%
Somewhat important	30.5%	35.6%	35.6%	26.0%
Important	17.3%	26.0%	24.4%	24.2%
Very important	28.3%	11.0%	14.8%	25.5%
Mean value	3.4	3.1	3.2	3.4
VARIETY OF MENU ITEMS				
Not at all important	4.3%*	4.7%	5.3%	4.3%
Slightly important	5.5%	1.7%*	4.5%	3.2%*
Somewhat important	30.0%	26.3%	28.8%	26.1%
Important	31.3%	45.5%	41.7%	32.7%
Very important	28.9%	20.6%	18.3%	33.7%
Mean value	3.8	3.7	3.6	3.9

TABLE IV-22 (Continued)

	NUMBER OF EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYE
ATMOSPHERE				
Not at all important	--	1.3%*	1.3%*	--
Slightly important	0.7%*	1.8%*	1.8%*	0.5%*
Somewhat important	14.9%	8.3%	7.2%	13.1%
Important	24.4%	32.8%	31.1%	28.6%
Very important	60.1%	55.7%	58.5%	57.7%
Mean value	4.4	4.4	4.4	4.4
NON-SMOKING SECTION				
Not at all important	61.2%	52.0%	60.7%	50.0%
Slightly important	9.7%	10.5%	8.5%	11.2%
Somewhat important	8.9%	13.8%	9.8%	10.8%
Important	6.4%	6.1%	5.7%	8.4%
Very important	13.9%	15.6%	13.3%	18.1%
Mean value	2.0	2.2	2.0	2.3
NUTRITIOUS FOOD				
Not at all important	13.5%	4.8%*	8.5%	10.1%
Slightly important	2.6%*	7.6%	5.5%	4.5%*
Somewhat important	20.1%	28.5%	28.7%	17.3%
Important	27.2%	40.9%	35.9%	31.7%
Very important	36.6%	18.1%	21.5%	36.4%
Mean value	3.7	3.6	3.6	3.8
CONVENIENT PARKING				
Not at all important	17.1%	14.2%	15.0%	13.8%
Slightly important	11.8%	11.9%	14.5%	7.8%
Somewhat important	23.6%	25.6%	20.3%	25.0%
Important	16.7%	24.8%	23.7%	25.9%
Very important	30.8%	23.3%	26.4%	26.4%
Mean value	3.3	3.3	3.3	3.3
SPECIAL MENU ITEM				
Not at all important	25.2%	10.3%	13.3%	20.9%
Slightly important	4.4%	3.7%	3.2%	5.8%
Somewhat important	18.3%	37.8%	34.4%	20.0%
Important	16.9%	25.4%	22.5%	20.5%
Very important	35.2%	22.8%	26.7%	32.8%
Mean value	3.3	3.4	3.5	3.4

TABLE IV-22 (Continued)

	NUMBER OF EARNERS		WIFE OR MOTHER	
	ONE	TWO OR MORE	EMPLOYED	NOT EMPLOYED
SPECIAL DISCOUNTS, PROMOTIONS				
Not at all important	88.6%	70.9%	72.9%	81.0%
Slightly important	8.1%	13.4%	15.5%	5.9%
Somewhat important	1.0%*	9.3%	5.2%*	4.3%
Important	0.4%*	2.0%*	2.1%*	4.5%
Very important	1.9%*	4.3%	4.4%	3.0%*
Mean value	1.2	1.5	1.5	1.4
FRIENDLY SERVICE				
Not at all important	--	1.1%*	1.1%*	--
Slightly important	1.2%*	--	--	1.0%*
Somewhat important	8.0%	12.0%	12.5%	8.2%
Important	27.3%	35.6%	29.3%	33.3%
Very important	63.5%	51.4%	57.1%	57.5%
Mean value	4.5	4.4	4.4	4.5
EXPECTED COST OF TOTAL MEAL				
Not at all important	23.9%	21.3%	17.9%	28.5%
Slightly important	18.5%	17.2%	26.4%	9.0%
Somewhat important	26.7%	20.8%	20.3%	24.7%
Important	17.3%	30.5%	25.5%	23.1%
Very important	13.6%	10.2%	9.9%	14.8%
Mean value	2.8	2.9	2.8	2.9

*Caution should be used due to small sample size.

TABLE IV-23

IMPORTANCE OF ATTRIBUTES WHEN CHOOSING AN ATMOSPHERE RESTAURANT BY REGION OF THE COUNTRY

	NORTHEAST	MIDWEST	SOUTH	WEST
PRICE OF INDIVIDUAL MENU ITEM				
Not at all important	45.2%	29.9%	32.0%	17.6%
Slightly important	9.0%	6.5%	13.7%	19.5%
Somewhat important	28.8%	38.1%	16.5%	25.0%
Important	11.4%	16.7%	12.3%	18.3%
Very important	5.6%	8.8%	25.6%	19.6%
Mean value	2.3	2.7	2.8	3.0
CONVENIENT LOCATION				
Not at all important	24.9%	21.7%	24.0%	13.6%
Slightly important	11.5%	18.8%	26.0%	15.8%
Somewhat important	21.9%	27.9%	6.8%	17.9%
Important	24.7%	14.7%	13.7%	31.1%
Very important	16.9%	16.1%	29.6%	21.7%
Mean value	3.0	2.8	3.0	3.3
QUALITY OF FOOD				
Not at all important	--	1.1%*	--	--
Slightly important	--	--	--	--
Somewhat important	--	1.4%*	0.8%*	2.8%*
Important	16.2%	17.0%	21.1%	37.2%
Very important	83.1%	80.5%	77.5%	60.0%
Mean value	4.8	4.8	4.8	4.6
FAST SERVICE				
Not at all important	23.3%	16.1%	17.3%	0.7%
Slightly important	10.6%	15.3%	2.7%*	12.0%
Somewhat important	38.3%	34.5%	17.6%	34.1%
Important	21.5%	14.7%	29.1%	31.9%
Very important	6.3%	19.5%	33.3%	21.3%
Mean value	2.8	3.0	3.6	3.7
VARIETY OF MENU ITEMS				
Not at all important	6.7%	0.8%*	5.4%	9.1%
Slightly important	4.9%*	5.7%	2.9%*	--
Somewhat important	18.5%	38.0%	19.4%	32.9%
Important	47.3%	31.9%	35.5%	39.1%
Very important	22.5%	23.6%	34.7%	18.9%
Mean value	3.8	3.7	4.0	3.6

TABLE IV-23 (Continued)

	NORTHEAST	MIDWEST	SOUTH	WEST
ATMOSPHERE				
Not at all important	--	--	1.7%*	0.7%*
Slightly important	--	3.5%*	--	--
Somewhat important	5.7%*	8.5%	13.0%	13.8%
Important	41.8%	33.1%	19.0%	33.3%
Very important	52.5%	55.0%	66.3%	52.3%
Mean value	4.5	4.4	4.5	3.9
NON-SMOKING SECTION				
Not at all important	57.0%	58.7%	61.0%	40.4%
Slightly important	25.7%	8.6%	2.9%	4.2%*
Somewhat important	6.0%	8.9%	5.5%	27.4%
Important	2.6%*	6.0%	11.3%	8.8%
Very important	8.8%	15.8%	16.1%	17.8%
Mean value	1.8	2.1	2.2	2.6
NUTRITIOUS FOOD				
Not at all important	9.6%	9.3%	13.6%	2.2%
Slightly important	1.1%*	9.3%	2.3%*	6.1%
Somewhat important	16.1%	35.5%	13.6%	16.9%
Important	37.3%	29.8%	28.2%	46.3%
Very important	35.9%	16.2%	42.4%	28.5%
Mean value	3.8	3.3	3.8	3.9
CONVENIENT PARKING				
Not at all important	25.9%	12.0%	17.5%	2.9%
Slightly important	9.0%	16.9%	4.2%	12.9%
Somewhat important	16.2%	23.0%	19.1%	31.7%
Important	22.5%	21.3%	23.0%	32.2%
Very important	26.4%	24.9%	36.3%	20.3%
Mean value	3.1	3.3	3.6	3.5
SPECIAL MENU ITEM				
Not at all important	16.7%	22.5%	14.0%	15.8%
Slightly important	5.8%	4.3%	6.9%	--
Somewhat important	8.9%	36.9%	20.6%	32.8%
Important	37.0%	15.2%	18.6%	21.3%
Very important	31.6%	21.1%	39.9%	30.1%
Mean value	3.6	3.1	3.6	3.5

TABLE IV-23 (Continued)

	NORTHEAST	MIDWEST	SOUTH	WEST
SPECIAL DISCOUNTS, PROMOTIONS				
Not at all important	93.2%	73.9%	82.9%	60.4%
Slightly important	6.8%	12.1%	7.2%	16.2%
Somewhat important	--	4.8%	2.5%*	14.5%
Important	--	2.7%	2.5%*	3.7%
Very important	--	4.1%*	4.9%	5.2%
Mean value	1.1	1.5	1.4	1.8
FRIENDLY SERVICE				
Not at all important	--	--	1.7%*	--
Slightly important	--	0.9%*	0.8%*	--
Somewhat important	0.3%*	10.9%	11.6%	12.3%
Important	54.9%	24.2%	24.9%	32.7%
Very important	44.8%	64.0%	61.1%	55.0%
Mean value	4.4	4.5	4.4	4.4
EXPECTED COST OF TOTAL MEAL				
Not at all important	23.9%	25.0%	33.2%	6.7%
Slightly important	24.3%	12.7%	22.3%	10.1%
Somewhat important	20.2%	28.6%	13.7%	26.3%
Important	13.3%	21.8%	21.4%	41.2%
Very important	18.3%	11.8%	9.4%	15.6%
Mean value	2.3	2.8	2.5	3.5

*Caution should be used due to small sample size.

HOW THE STUDY WAS CONDUCTED

Data for this report were obtained from a telephone survey conducted in November, 1981. The results are based on 802 completed interviews with adults 18 years old and older. (These adults were not necessarily the male or female head of household.) All individuals interviewed had eaten at a restaurant (or ordered food from a take out restaurant) at least once in the two week period prior to the survey. In addition, only those who had eaten at a specific type of restaurant in the past two weeks were questioned on how their decision was made. Many respondents were queried on their decision to eat at more than one type of restaurant. The field and processing work for this study were performed by WESTAT, a market research firm located in Rockville, Maryland.

The sample for this survey was drawn by using a random digit dialing process, and it was stratified by census region in order to insure enough cases to permit reliable projections for each region. The sample was weighted to reflect the U.S. population, and the results are projectable to the entire population. The number of cases used for analysis after the weighting process was 949, with 665 cases used for the fast food restaurant analysis, 540 for the family restaurant analysis and 223 for the atmosphere restaurant analysis.

The factors involved in the weighting process include the number of telephones per household, response rate within each area of the country and income and race within each census region.

A profile of respondents based on the weighted sample can be found on the following pages.

TABLE 1

AGE OF RESPONDENT

AGE GROUP	PERCENT OF RESPONDENTS
18-24	13.1%
25-34	29.5%
35-44	14.5%
45-54	12.6%
55-64	13.8%
65 and over	14.7%
No answer	1.2%

TABLE 2

HOUSEHOLD INCOME OF RESPONDENT

INCOME RANGE	PERCENT OF RESPONDENT
Under $10,000	28.0%
$10,000 - $14,999	11.8%
$15,000 - $19,999	12.2%
$20,000 - $24,999	10.8%
$25,000 - $29,999	9.8%
$30,000 - $34,999	6.2%
$35,000 and over	15.7%
No answer/refused	5.5%

TABLE 3

HOUSEHOLD SIZE OF RESPONDENT

HOUSEHOLD SIZE	PERCENT OF RESPONDENT
1	14.2%
2	35.1%
3	19.8%
4	17.8%
5 or more	13.0%
No answer	0.1%

Median = 2.5 persons

TABLE 4

NUMBER OF WAGE EARNERS IN HOUSEHOLD

NUMBER OF EARNERS	PERCENT OF RESPONDENT
1	43.9%
2	33.9%
3 or more	6.3%
No answer	15.9%

TABLE 5

REGION OF RESIDENCE OF RESPONDENT

REGION	PERCENT OF RESPONDENTS
Northeast	17.7%
Midwest	31.4%
South	35.5%
West	13.0%
No answer	2.4%

TABLE 6

HOUSEHOLD TYPE OF RESPONDENT

HOUSEHOLD TYPE	PERCENT OF RESPONDENT
Single	16.5%
Married couple/no children	29.6%
Children under 13 years old	33.3%
Children 13 to 17 years old	15.5%
No answer	5.1%

TABLE 7

EMPLOYMENT STATUS OF WIFE OR MOTHER

EMPLOYMENT STATUS	PERCENT OF RESPONDENT
Employed	41.8%
Not employed	54.3%
No answer	3.9%

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